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This report presents findings from the Fall 1996 Youth Attitude Tracking Study (YATS) survey administration conducted by Westat during the Fall of 1996. Findings cover results from questions on enlistment propensity, advertising awareness, recruiter contact, and slogan recognition among American youth between 16 and 24 years of age. Findings are presented separately for males and females by demographic factors such as age, race/ethnicity, school status, employment status, and region of residence.

Interviews were conducted with approximately 10,200 youth between September 3 and November 20, 1996. Interviews lasted approximately 30 minutes and were administered using the computer assisted telephone interviewing (CATI) methodology. Youth who participated in the survey were part of a cross-sectional sample of the population which was selected by a list-assisted random digit dialing (RDD) method.

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May 6, 1997

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The views, opinions, and findings in this report are those of the author(s) and should not be construed as an official Department of Defense position, policy, or decision, unless so designated by other official documentation.

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The Youth Attitude Tracking Study (YATS) is an annual survey of American youth between the ages of 16 and 24. The 1996 administration was conducted during the Fall of 1996 by Westat, Inc., under contract DASW01-96-C-0041 as part of the Joint Market Research Program sponsored by the Office of the Assistant Secretary of Defense (Force Management Policy). This annual report presents findings from the 1996 administration which cover topics such as enlistment propensity, advertising awareness, recruiter contact, and slogan recognition. The success of this report is due to the dedication and efforts of many individuals, both internal and external to Westat.

The YATS Project Directors, Dr. Michael J Wilson and Mr. D. Wayne Hintze, are especially grateful for the guidance provided by certain individuals from the Department of Defense--Dr. W.S. Sellman, Director for Accession Policy [OASD(FMP)] and Dr. Jerome Lehnus, Defense Manpower Data Center (DMDC). Dr. Sellman's guidance was instrumental in the revision of the questionnaire and production of this final report. Dr. Lehnus provided detailed direction and technical review of many tasks associated with the 1996 study as the Senior Scientist responsible for all aspects of the YATS contract. Two of these tasks included a technical revision of the questionnaire and a detailed review of all materials and drafts which led to this report. We would also like to thank the members of the Joint Market Analysis and Research Committee (JMARC) and Major Dana Born, USAF (Directorate for Accession Policy) for their recommendations during the questionnaire review phase of the project.

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Finally, sincere thanks are extended to over 280 interviewers who worked so diligently to collect the data, and the more than 10,200 youth who took the time out of their busy lives to participate in the study. Because of their participation, we can better understand the attitudes and opinions associated with the enlistment propensity of America's youth

EXECUTIVE SUMMARY

This report presents major findings from the Fall 1996 Youth Attitude Tracking Study (YATS) survey administration. Topics covered in this report include demographic characteristics, enlistment propensity (active and Reserve), military advertising awareness, recruiter contact, and slogan recognition levels of American youth.

The YATS survey has been conducted annually since 1975 to inform military manpower officials and members of Congress about the future plans and military perceptions of American youth. The Fall 1996 administration collected data from over 10,200 youth between the ages of 16 and 24 using the computer assisted telephone interviewing (CATI) methodology. Interviews lasted approximately 30 minutes and were conducted between September 3 and November 20, 1996. Youth who participated in the study were sampled using a list-assisted random digit dialing (RDD) method.

YATS Demographic Profile

The YATS population can be summarized by demographics such as age, race/ethnicity, school status, employment status, marital status, and region of residence. As seen in prior YATS studies, school status, employment status, and marital status are all related to the age of the youth. Among 16-17 year-old youth, non-senior high school students were the largest educational group. The largest percentage of 18-24 year-olds were postsecondary or graduate students. In general, employment rates increased with age and employment was higher among males who were non-students than females who were not attending school. Approximately 66 percent of the population are white, 15 percent are black, and 14 percent are Hispanic youth, and more than one-third of the YATS population lived in the Southern region of the U.S. Marital rates also increased with age, and females were more likely to be married than males within each age group.

Enlistment Propensity-Active and Reserve

The primary focus of YATS continues to be enlistment propensity. Active duty propensity is measured by the YATS question which asks all youth: "**How likely is it that you will be serving on active duty in the [Army, Navy, Marine Corps, Air Force, or Coast Guard]?**" Trends show that active composite propensity was relatively high in 1991 and declined in following years. The decline in propensity was especially steep for black youth, and relatively slight for the Marine Corps. Propensity among women appears to be increasing. In 1996, 20.7 percent of males and 10.6 percent of females indicated a likelihood of enlisting in one or more of the active Military Services. Findings for Service-specific propensity show that propensity for the Army and Air Force is

higher than for the other Services, while propensity remains lowest for the Coast Guard. Blacks and Hispanics display significantly higher propensity levels than whites.

Reserve propensity is measured by asking all youth: **"How likely is it that you will be serving in the [National Guard or Reserves]?"** Among males, Reserve composite propensity dropped significantly from 1991 to 1994 but stabilized in recent years. In contrast, propensity among females remained relatively stable from 1991 to 1996. In 1996, 16.3 percent of males and 8.6 percent of females expressed positive Reserve composite propensity, and propensity continued to decrease as age increased. Propensity toward the Reserves was also significantly higher than propensity toward the National Guard for both males and females, and Army National guard propensity is higher than Air National Guard propensity. For males, propensity for the Army Reserves was highest among the five Reserve components during the 6-year period.

Reserve composite propensity is generally lower than active composite propensity for younger youth, with larger differences among males than females. In general, males express positive propensity more frequently than females, positive propensity decreases with age, and propensity is higher among black and Hispanic youth than white youth.

Awareness of Military Advertising

Military advertising awareness was measured by asking YATS respondents if they recall seeing or hearing any military advertising within the past year. Awareness of military advertising is now at the same level for males and females following a consistent and significant increase in awareness among females between 1994 and 1996. Approximately 87.1 percent of males and 87.7 percent of females recalled military advertising in 1996. Although general advertising awareness was at the same level for males and females, the recall of Service-specific advertising was greater among males than females. Recall of Army advertising was higher than any other Service advertising in 1996, followed by recall of Marine Corps advertising.

Youth were also asked if they recalled hearing or seeing Joint Service advertising--advertising which names each Service. In 1996, 22.7 percent of males and 19.9 percent of females recalled Joint Service advertising, and the difference is significant.

Advertising awareness is also related to various sociodemographics. For both males and females, advertising recall increases as the level of educational achievement increases within two groups: students and non-students. Recall of military advertising is higher among whites than blacks and

Hispanics. Recruiter contact was also found to be correlated with advertising recall. Significantly more youth who recalled military advertising had also talked to a recruiter in the past year, compared to youth who did not recall advertising.

Military Slogan Recognition

Youth were also asked to identify slogans used by the Services in their advertising campaigns. Trends in slogan recognition since 1990 show that recognition levels are higher among males than females. However, the rank order of slogans by recognition level is similar for males and females. In general, slogan recognition was lower in 1996 than in 1995 for both males and females. The Army slogan *Be All You Can Be* continues to be the most recognized military slogan, while slogans used by the Coast Guard, Reserves, National Guard, and Joint Services are seldom recognized. As seen in prior years, correct recognition of Marine Corps and Air Force slogans increases as age increases. Most of the slogans which are incorrectly identified were thought to be Army slogans, although the Marine Corps was most frequently identified with the National Guard slogan *Americans at Their Best*.

In summary, the 1996 YATS has collected responses from American youth which helps us to better understand their enlistment behaviors and perceptions of the military. With this information, the Military Services can make necessary decisions which will determine the posture of our Armed Forces in the future.

1. INTRODUCTION

The annual Youth Attitude Tracking Study (YATS) has, since 1975, collected information from American youth vital to the Department of Defense and the individual military Services. This information includes youth attitudes and opinions about future plans, perceptions of the military, military enlistment propensity, contact with military recruiters, and awareness of military advertising. This report presents findings from the Fall 1996 YATS administration which relate to enlistment propensity (active and Reserve) and military advertising awareness.

Overview of the Fall 1996 YATS Administration

The survey methodology used during the Fall 1996 administration is very similar to that used for the 1995 YATS administration. More than 280 interviewers collected survey data using computer-assisted-telephone-interviewing (CATI) technology. Interviewers completed thirty-minute interviews with 10,203 youth located throughout the United States randomly selected from the 16-24 year-old population. The sample frame excluded youth who were currently or had ever been in the military, and youth contracted to serve in the military and waiting to depart for basic training. Youth attending a military service academy or college ROTC were also ineligible for the survey. These youth were excluded from the survey since they had already made a decision on military service in the past. Interviews were conducted from September 3, 1996 through November 20, 1996.

The Fall 1996 effort selected a cross-sectional sample of youth using a list-assisted random digit dialing (RDD) method. First introduced for the 1995 administration, this approach is more efficient than either the standard or modified Waksberg RDD designs used in YATS administrations prior to 1995. List-assisted RDD methodology has been used by Westat on many projects over the past several years, but was not considered for YATS until strict comparability with results from the modified Waksberg RDD methodology was established. Details of the methodology used for the 1996 YATS administration can be found in The Fall 1996 YATS Sample Design, Selection, and Weighting Report (Wilson and Chu, 1997). The 1996 YATS administration did not include an oversample of black youth which was present in the 1995 administration.

The Fall 1996 Propensity Report: Content Summary

Chapter 2 presents information on the demographic characteristics of the 1996 YATS population. Findings are presented by age, gender, school status, employment status, race/ethnicity, residence and marital status, with the purpose of profiling American youth. Chapter 3 provides data on enlistment propensity for the active forces, with propensity defined as the estimated

percentage of the youth population saying they would "definitely" or "probably" be on active duty in the military in the near future. The chapter examines propensity by various demographics historically correlated with propensity. This chapter also presents certain propensity findings from 1991 through 1996 to assist the reader in interpreting the 1996 results. Chapter 4 presents similar information for Reserve propensity, with propensity here defined as the estimated percentage of the youth population saying they would "definitely" or "probably" serve in the National Guard or Reserves in the near future. Chapters 5 and 6 present findings on recall of military advertising. More specifically, Chapter 5 discusses advertising awareness among youth, along with the relationship between advertising awareness and recruiter contact. Measures of advertising awareness are examined by demographic groups. Finally, Chapter 6 presents findings on recognition of military advertising slogans, overall and by demographic groups.

Data within the report are "weighted" to reflect percentage estimates of the relevant youth population. Tables presented in Chapters 3 through 6 also include standard errors for each percentage estimate. Estimates in some tables have been deleted because the standard error was found to be greater than five percentage points.[1] Whenever the percentage estimate is zero, standard errors are replaced by "NA" (Not Applicable). Significance testing between certain pairs of groups was also conducted for findings presented in Chapters 5 and 6 and tables are annotated with these results.

In addition to the tables, data are also presented in charts and figures. The presentation of findings related to age varies between tables and figures. Age data is presented by four age groups (16-17, 18-19, 20-21, and 22-24 years-old) in the tables. However, age estimates presented in the figures are based on single years of age (16, 17, 18,...24 years-old). Whenever possible, figures and tables are labeled to facilitate easy cross-reference. For example, Figure 3-1 displays data from Table 3-1 and Figures 3-2A and 3-2B display data found in Table 3-2.

[1] YATS survey estimates require, for interpretation, consideration of their standard errors. Standard errors presented in this report are estimates of the precision of YATS survey statistics. Statistics with standard errors greater than five percentage points would have margins of error of plus or minus 10 percentage points and are considered too imprecise for publication.

2. DEMOGRAPHIC CHARACTERISTICS OF THE 1996 YATS POPULATION

This chapter presents the sociodemographic characteristics of the 1996 YATS population. The discussion characterizes the youth by age, gender, school status, employment status, race/ethnicity, geographic region of residence, and marital status. All percentage estimates in this and succeeding chapters are estimates weighted to reflect the YATS population. Weighting the data adjusts the sample so that population estimates reflect population proportions by age, gender, education, and race/ethnicity, as reported in the Current Population Surveys (CPS). These weighting adjustments account for differences between unweighted frequencies and population estimates.

Age Distribution and Estimated Population Counts

Table 2-1 presents the unweighted age distribution of YATS survey respondents, and the estimated (i.e., weighted) age distribution of the YATS population. The table presents both unweighted and weighted figures separately for males and females. The unweighted counts indicate the number of interviews on which the population estimates are based. A total of 10,203 youth, consisting of 6,405 males and 3,798 females, were interviewed during the Fall 1996 administration.

Table 2-1. Fall 1996 YATS - Age Distribution of the YATS Sample and Survey Population, by Gender

	Males			Females		
	Unweighted	Estimated Population		Unweighted	Estimated Population	
Age	N	Count* (000's)	Percent#	N	Count* (000's)	Percent#
16	1,105	2,072	13	614	1,923	12
17	954	1,924	12	572	1,847	11
18	795	1,811	11	459	1,790	11
19	712	1,872	12	425	1,850	12
20	671	1,626	10	358	1,693	11
21	600	1,682	11	400	1,773	11
22	559	1,685	11	331	1,645	10
23	536	1,628	10	344	1,734	11
24	473	1,655	10	295	1,829	11
Total	6,405	15,954	100	3,798	16,083	100

Notes:
* Estimated population counts are in thousands. Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.
# Percentage distributions may not sum to 100 due to rounding
Source: Q402 and CALCAGE.

The number of respondents completing surveys generally decreased as age increased, as older youth are more difficult to locate. The YATS population consisted of approximately 16 million males and 16 million females, according to the Fall 1996 CPS. As shown in Table 2-1 and in Figure 2-1, there were approximately the same number of youth in each gender/age cohort within the YATS population. Within the YATS population, 16 year-old youth are the largest age group.

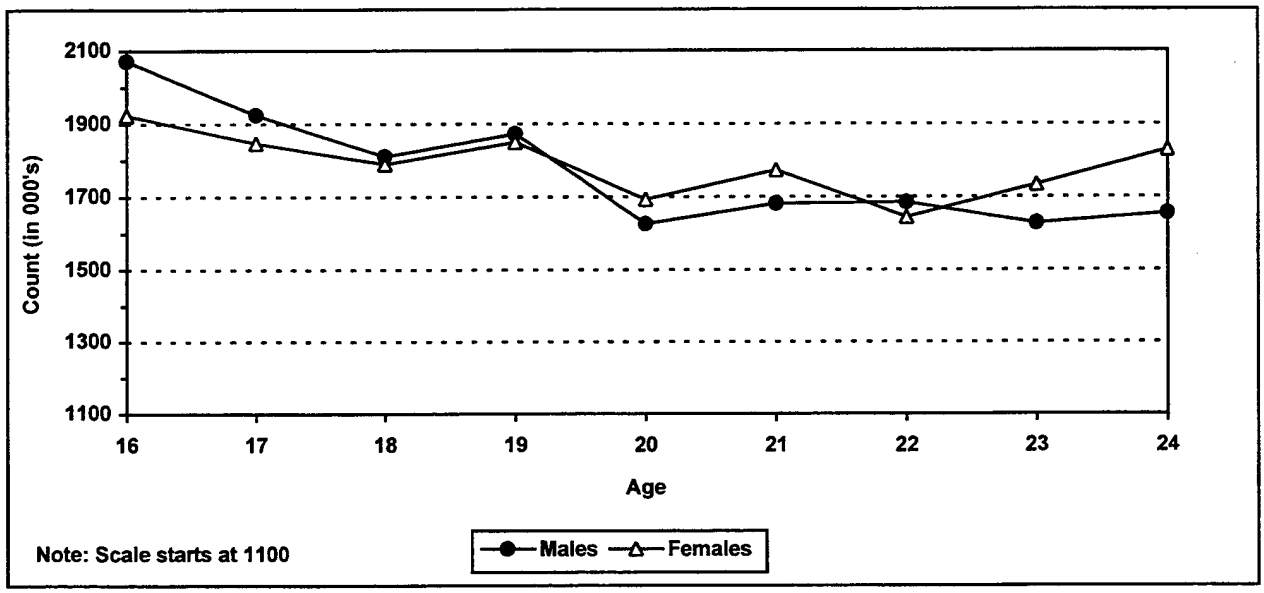

Figure 2-1. Fall 1996 YATS - Age Distribution of the YATS Survey Population, by Gender

School Status, Gender, and Age

Table 2-2 presents the estimated population counts and percentages of the 1996 YATS population by school status, gender, and age. These results are also presented in Figures 2-2A through 2-2C. The school status categories used in Table 2-2 are mutually exclusive (i.e., youth may be either high school graduates or postsecondary/graduate students, but not both). The different school status categories are defined as follows:

- Non-completers -- youth who were not enrolled in school and had not graduated from high school;
- Non-senior high school students -- youth currently enrolled in the 8th through 11th grade of high school;
- High school seniors -- youth currently enrolled in the 12th grade of high school;
- High school graduates -- youth not currently enrolled who had graduated high school but had not attended college;
- Some college -- youth not currently enrolled who had attended some college but had not earned a bachelor's or higher degree;
- Postsecondary/Graduate students -- high school graduates currently attending college or a business/vocational school; and
- College graduates -- youth not currently enrolled who have already earned a college degree.

For both males and females, postsecondary/graduate students comprised the largest single education group, with 27 percent of the males and 31 percent of the females in the YATS population. The second-largest percentage was found among high school graduates (18 percent of males and 17 percent of females).

The overwhelming majority of 16-17 year-old males (93 percent) and females (93 percent) were currently high school students, as one would expect for this age group. The percentage of youth in postsecondary or graduate school increased dramatically among 18-19 year-olds and 20-21 year-olds, then dropped off among 22-24 year-olds. Among males, the percentage in postsecondary or graduate school declined from 42 percent of 20-21 year-olds to 27 percent of 22-24 year-olds. The drop was even more marked among females, with 50 percent of 20-21 year-old females enrolled as postsecondary or graduate students, compared to 28 percent of 22-24 year-old females.

Table 2-2. Fall 1996 YATS - School Status, by Gender and Age

Gender/School Status[a]	Age: 16-17 Year-Olds	18-19 Year-Olds	20-21 Year-Olds	22-24 Year-Olds	Total
Males					
Non-completer	5	16	22	18	15
Non-senior high school student	64	4	0	0	17
High school senior	29	17	1	1	12
High school graduate	0	21	26	25	18
Some college	0	2	8	15	7
Postsecondary/Graduate student	1	40	42	27	27
College graduate	0	0	0	13	4
Total	100	100	100	100	100
Females					
Non-completer	4	12	14	17	12
Non-senior high school student	56	3	1	0	14
High school senior	37	15	1	1	13
High school graduate	1	22	22	22	17
Some college	0	2	11	16	8
Postsecondary/Graduate student	2	47	50	28	31
College graduate	0	0	1	15	5
Total	100	100	100	100	100

Note: Tabled values are percentages rounded to the nearest whole number. Column percentage may not sum to 100 due to rounding.

[a] Non-completers are respondents who are not high school students and have not graduated from high school.

High school graduates are respondents who are not currently enrolled as students and have graduated from high school but have not attended college.

Some college designates non-students who have completed some college, but have not earned a bachelor's or higher degree.

Postsecondary students are high school graduates currently attending college or a business/vocational school.

College graduates are respondents who are not currently enrolled as students but have already earned a college degree.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, and CALCAGE.

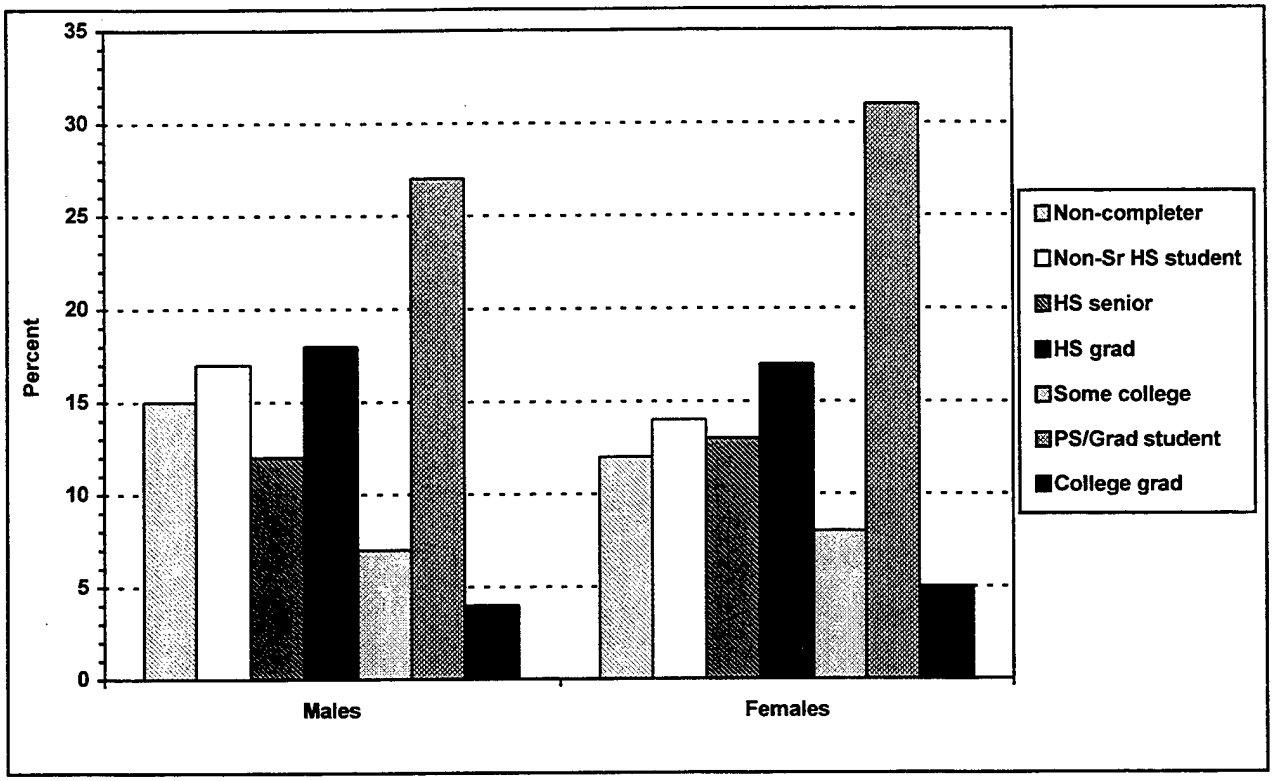

Figure 2-2A. Fall 1996 YATS - School Status, by Gender

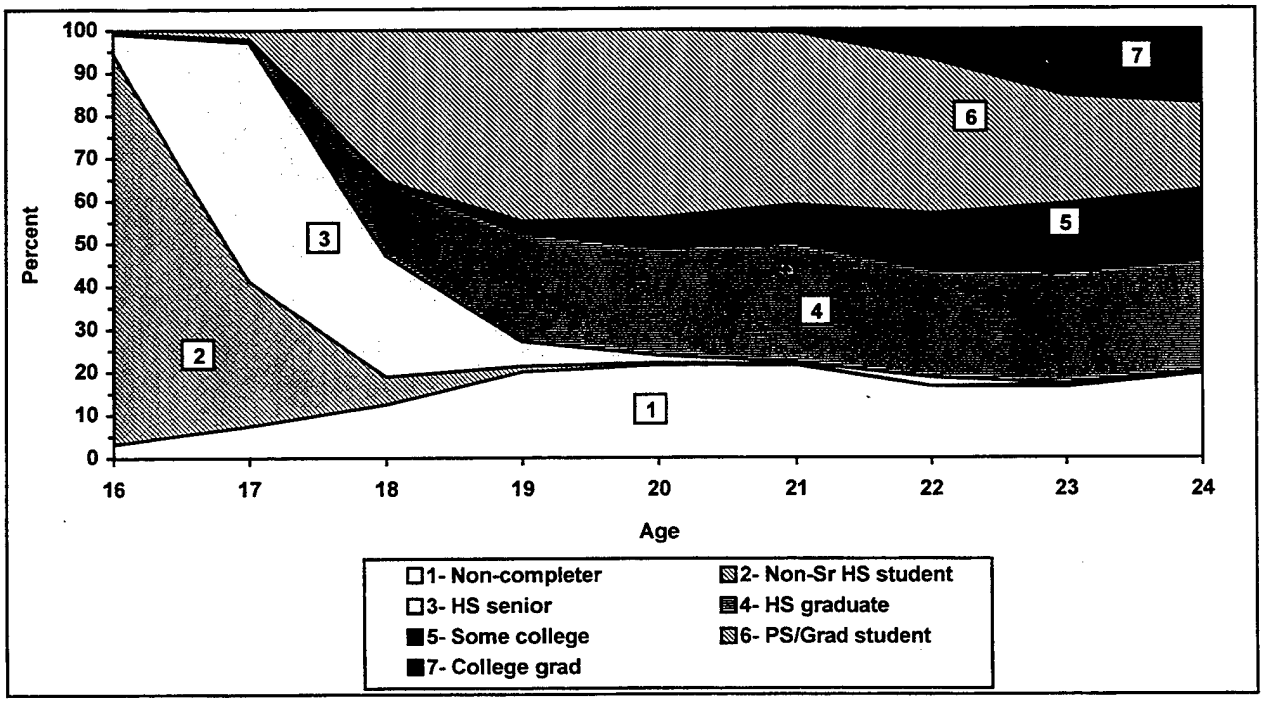

Figure 2-2B. Fall 1996 YATS - School Status Among Males, by Age

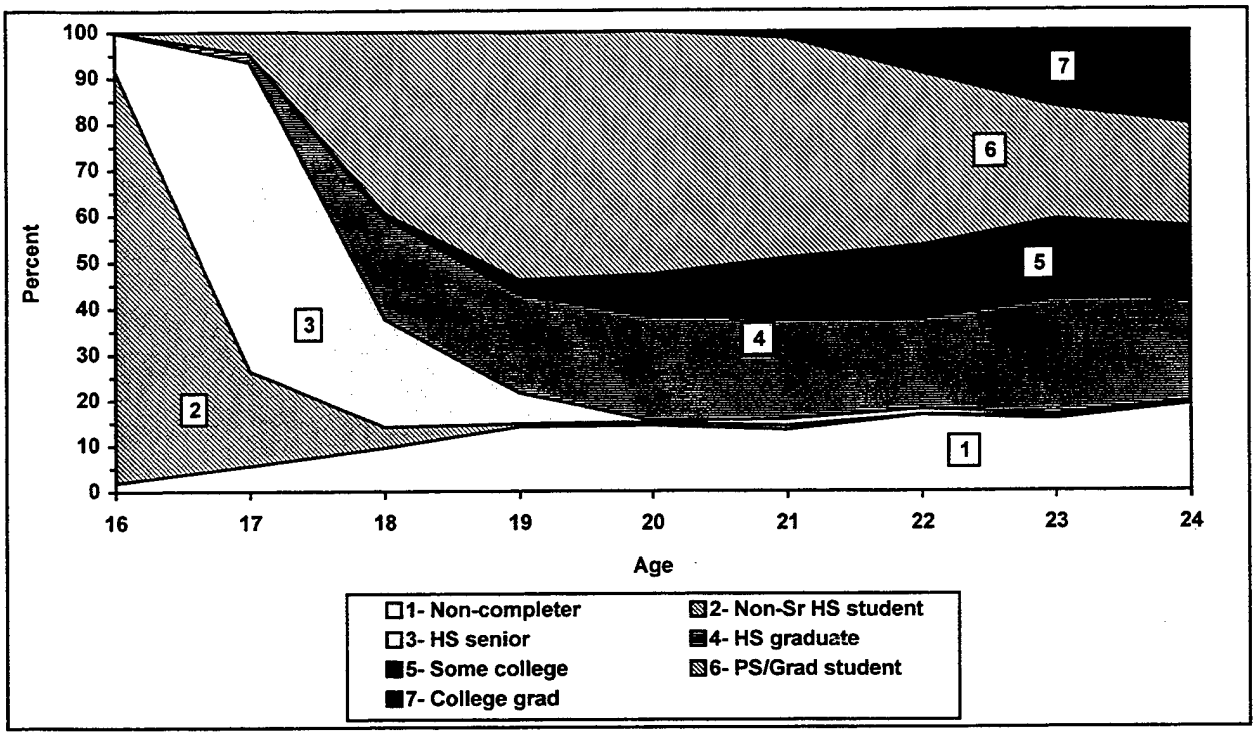

Figure 2-2C. Fall 1996 YATS - School Status Among Females, by Age

Employment Status by School Status, Gender, and Age

Table 2-3 presents the employment situation among males for selected age groups within each school status category. As shown in Table 2-3, the percentage of males who were employed consistently increased with age in each school status category. For example, 78 percent of 18-19 year-old male high school graduates were employed, compared to 84 percent of 20-21 year-old male high school graduates, and 89 percent of 22-24 year-old male high school graduates. Among those not currently enrolled in school, (i.e., non-completers, high school graduates, some college, and college graduates), employment rates were higher for male youth with at least some college than among those with a high school degree or who did not complete high school. This is probably a direct result of the premium which is placed on higher education within today's workplace.

At every age and education level, youth attending school were more likely to be out of the labor force (not employed and not looking for work) than youth who were non-students. In other words, employment rates were higher among males who were non-students.

For the most part, male high school non-completers had a harder time finding jobs than did youth in the other school status categories. The one exception to this pattern was found among 16-17 year old high school non-seniors. Here, 34 percent were unemployed but looking for work, compared to 32 percent of 16-17 year-old non-completers--a difference that is not statistically significant.

Table 2-3. Fall 1996 YATS - Employment Status of Males, by School Status and Age

	Employment Status		
School Status[a]/Age	Employed	Not Employed, Looking	Not Employed, Not Looking
Non-completers			
16-17 year-olds	53	32	14
18-19 year-olds	66	28	6
20-21 year-olds	77	21	2
22-24 year-olds	84	11	4
High school non-seniors			
16-17 year-olds	37	34	29
High school seniors			
16-17 year-olds	50	22	27
18-19 year-olds	55	24	20
High school graduates			
18-19 year-olds	78	17	4
20-21 year-olds	84	13	3
22-24 year-olds	89	7	4
Some college			
20-21 year-olds	84	10	6
22-24 year-olds	94	4	2
Postsecondary students			
18-19 year-olds	57	13	30
20-21 year-olds	65	13	23
22-24 year-olds	77	8	15
College graduates			
22-24 year-olds	94	5	1
Graduate students			
22-24 year-olds	69	4	27

Note: Tabled values are percentages rounded to the nearest whole number.

[a] Non-completers are respondents who are not high school students and have not graduated from high school.

High school graduates are respondents who are not currently enrolled as students and have graduated from high school but have not attended college.

Some college designates non-students who have completed some college, but have not earned a bachelor's or higher degree.

Postsecondary students are high school graduates currently attending college or a business/vocational school.

College graduates are respondents who are not currently enrolled as students but have already earned a college degree.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q416, Q417, and CALCAGE.

Table 2-4 presents comparable statistics on education and employment status for female YATS youth. As among males, the employment rate was as high or higher among females who had attended some college or were college graduates than among the other school status groups. For example, 90 percent of 22-24 year-olds who had attended some college were employed, compared to 73 percent of high school graduates and 52 percent of non-completers in the same age group.

The percentage of youth out of the labor force (i.e., not employed and not looking) was higher among females than among males for all age/school status combinations except for high school seniors and 18-19 year old postsecondary students. The differences among high school seniors was only one to two percent, while the percentage of 18-19 year-old female postsecondary students out of the labor force was three points lower than that found for males in the same group (27 percent and 30 percent, respectively).

Table 2-4. Fall 1996 YATS - Employment Status of Females, by School Status and Age

School Status[a]/Age	Employment Status: Employed	Not Employed, Looking	Not Employed, Not Looking
Non-completers			
16-17 year-olds	38	42	20
18-19 year-olds	48	31	21
20-21 year-olds	50	21	29
22-24 year-olds	52	27	21
High school non-seniors			
16-17 year-olds	35	35	30
High school seniors			
16-17 year-olds	56	20	25
18-19 year-olds	46	34	19
High school graduates			
18-19 year-olds	75	15	10
20-21 year-olds	76	12	11
22-24 year-olds	73	11	16
Some college			
20-21 year-olds	76	12	12
22-24 year-olds	90	3	8
Postsecondary students			
18-19 year-olds	62	12	27
20-21 year-olds	68	8	24
22-24 year-olds	68	10	22
College graduates			
22-24 year-olds	91	4	4
Graduate students			
22-24 year-olds	70	1	29

Note: Tabled values are percentages rounded to the nearest whole number.

[a] Non-completers are respondents who are not high school students and have not graduated from high school.

High school graduates are respondents who are not currently enrolled as students and have graduated from high school but have not attended college.

Some college designates non-students who have completed some college, but have not earned a bachelor's or higher degree.

Postsecondary students are high school graduates currently attending college or a business/vocational school.

College graduates are respondents who are not currently enrolled as students but have already earned a college degree.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q416, Q417, and CALCAGE.

Race/Ethnicity and Gender

Table 2-5 presents population distributions by racial/ethnic background. For analytic purposes, a youth's racial/ethnic background was classified as white non-Hispanic, black non-Hispanic, Hispanic, and "Other." "Other," consisting of Asians, Pacific Islanders, Native Americans, and Alaskan Natives, accounted for only five percent of the YATS population, too few for reliable analysis.

Approximately two-thirds of the Fall 1996 YATS population were white non-Hispanics. Blacks and Hispanics were approximately equal in representation (15 percent and 14 percent, respectively). There was a slightly higher percentage of female black youth (16 percent) than male black youth (13 percent). Figure 2-3 illustrates the racial/ethnic background of the YATS population in total and by gender.

Table 2-5. Fall 1996 YATS - Race/Ethnicity, by Gender

	Race/Ethnicity		
Gender	White	Black	Hispanic
Males	67	13	14
Females	65	16	13
Total	66	15	14

Note: Tabled values are percentages rounded to the nearest whole number.

Source: Q402, Q714, Q715.

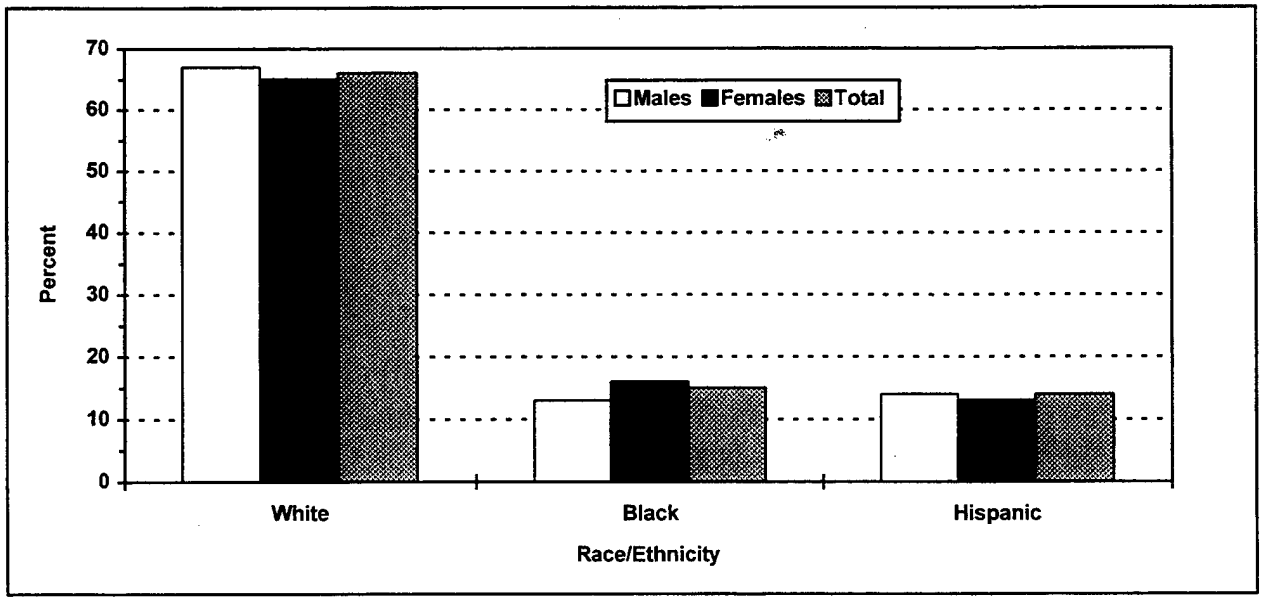

Figure 2-3. Fall 1996 YATS - Race/Ethnicity, by Gender

Region and Gender

The regional distribution of the 1996 YATS population is presented in Table 2-6 and Figure 2-4. As in the past, more than one-third of the YATS population resides in the Southern region of the United States. The Northeast region contains the smallest population among the four regions.

Table 2-6. Fall 1996 YATS - Region, by Gender

	Region			
Gender	Northeast	North Central	South	West
Males	18	25	35	22
Females	18	26	36	20
Total	18	25	36	21

Note: Tabled values are percentages rounded to the nearest whole number.

Source: Q402 and REGION.

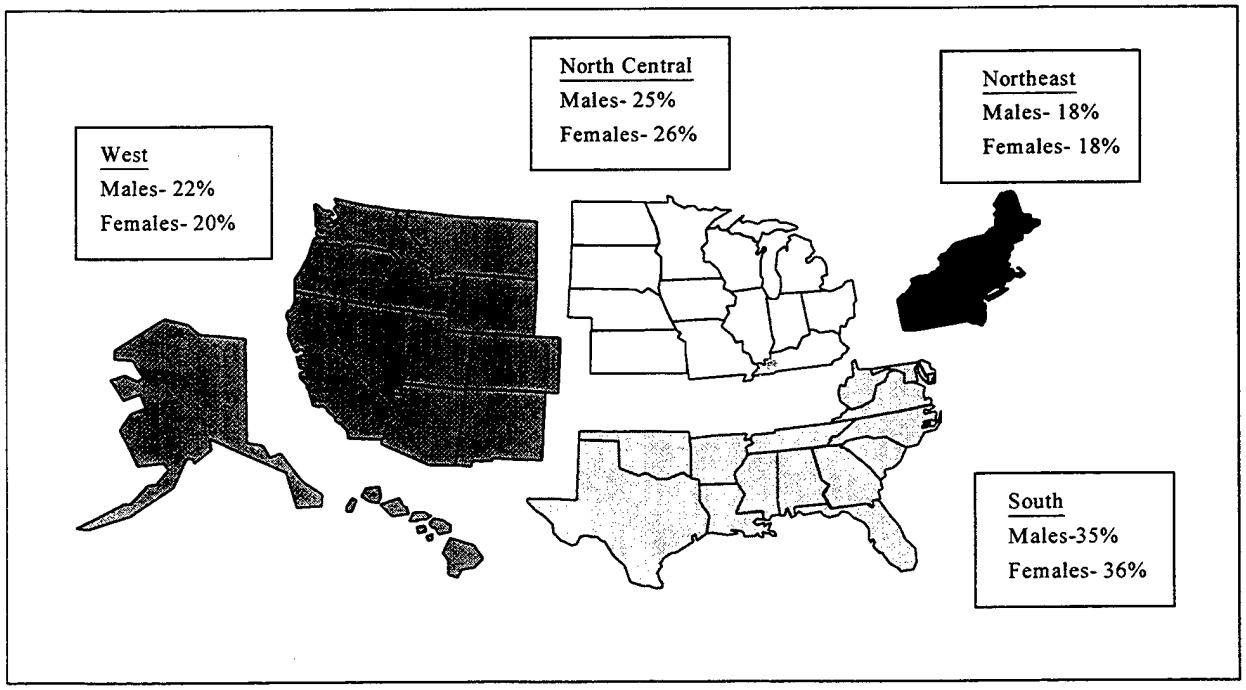

Figure 2-4. Fall 1996 YATS - Region, by Gender

Marital Status, Gender, and Age

The marital status of the 1996 YATS population was highly correlated with age, as may be seen in Table 2-7. The older a youth, the more likely he or she was to be currently married or previously married. The percentage of married youth is consistently higher among females (17 percent) than among males (10 percent), and this disparity was greater among the older age groups. The percentage difference increased from 5 percent among the 18-19 year-olds, to 7 percent among the 20-21 year-olds, to 11 percent among the 22-24 year-olds. These differences are due to the fact that women generally marry men older than themselves. According to 1995 CPS data, the median age at first marriage was 26.9 years for men and 24.5 years for women. This age difference has been relatively consistent over the years.

Table 2-7. Fall 1996 YATS - Marital Status, by Gender and Age

	Age				
Gender/Marital Status	16-17 Year-Olds	18-19 Year-Olds	20-21 Year-Olds	22-24 Year-Olds	Total
Males					
Never married	100	97	90	75	89
Currently married	0	2	10	23	10
Other[a]	0	1	1	2	1
Total	100	100	100	100	100
Females					
Never married	99	92	81	59	81
Currently married	1	7	17	34	17
Other[a]	0	1	2	6	3
Total	100	100	100	100	100

Note: Tabled values are percentages rounded to the nearest whole number. Column percentage may not sum to 100 due to rounding.

[a]Other includes widowed, divorced, or separated.

Source: Q402, Q713C, and CALCAGE.

Summary of Population Characteristics

This chapter profiled the 1996 YATS population using seven demographic measures: age, gender, school status, employment status, race/ethnicity, geographic region of residence, and marital status. All findings were based on weighted population estimates.

School status, employment status, and marital status were all found to be associated with the age of the youth. Non-senior high school students formed the largest part of the 16-17 year-old populations for both males and females. Among the three older age groups, the largest percentage were attending school as postsecondary or graduate students. Employment rates consistently increased with age among males, and generally (but not always) increased with age among females. In general, employment rates were higher among males who were non-students than females who were not enrolled.

Approximately two-thirds of the YATS population were white non-Hispanic, with another 15 percent black and 14 percent Hispanic. More than one-third of the YATS population lived in the Southern region of the U.S. The percentage of youth either married or once married also increased with age, with females more likely to be married than males within each age group.

3. ENLISTMENT PROPENSITY FOR THE ACTIVE MILITARY SERVICES

The 1996 YATS project tracks American youth's propensity for enlisting in the military. The propensity measures are of particular interest to the Department of Defense and recruiters in the military Services. They are correlated with enlistment behavior, and provide some of the first indicators of the current enlistment supply or available "pool" of youth. This chapter first describes the propensity measures, and the survey questions on which they are based. Propensity trends from 1991 to 1996 are described, followed by a more detailed analysis of 1996 findings. Both the historical and 1996 YATS results show the relationships which exist between certain sociodemographic characteristics of the youth population and enlistment propensity.

In this chapter, each table containing data for males has a corresponding table for females, except where data for both genders are integrated into a single table. Whenever possible, tables and figures presenting the same data are similarly numbered. For example, Figure 3-1 illustrates statistics presented in Table 3-1.

Propensity Measures

The questions which measure youth propensity have remained unchanged since the first YATS survey was conducted in 1975. Each respondent is asked:

"***How likely is it that you will be serving on active duty in the [Army, Navy, Marine Corps, Air Force,* or *Coast Guard*]?***"

The question is asked for each Service, but the order of the questions change from one respondent to the next to minimize any order effect that may occur. Those who say they will "definitely" or "probably" be serving on active duty are counted as having "positive" propensity for the Service named. Those who say they will "probably not" or "definitely not" be on active duty, together with those respondents who say they "don't know" or refuse to answer the question, are counted as having "negative" propensity. Propensity for a specific Service is reported as the percentage of respondents who indicate positive propensity for that Service, and active composite propensity is the percentage who indicate positive propensity for one or more of the four active Services--Army, Navy, Marine Corps, and Air Force.

Prior to any questions concerning military enlistment, respondents are asked:

"Now let's talk about your plans (after you get out of high school/for the next few years). What do you think you might be doing?"

Common responses include going to school, working, and entering the military. Respondents are encouraged to indicate all of the things they might be doing, and those who mention military service in general, or one of the Services specifically, are counted as having provided an "unaided mention" of military service--"unaided" because the topic of military service is provided by the respondent, not the interviewer. "Unaided propensity" is the percentage of respondents providing an unaided mention of probable future military service.

Historical Trends in Enlistment Propensity

This section presents historical trends for various measures of propensity, broken out by gender, age, and race/ethnicity. The trend lines show relationships among different measures of propensity and different demographic groups have remained stable over time.

Trends in Enlistment Propensity by Gender

Trends in enlistment propensity are presented in Table 3-1 and Figure 3-1 for males and Table 3-2 and Figure 3-2A for females. Figure 3-2B compares active composite propensity and unaided mentions among males and females. As in the past, active composite propensity is higher, and unaided propensity is lower, than propensity for any specific Service. Also, each propensity measure among males exceeds the corresponding propensity measure reported for females.

Among males, composite propensity declined from its high in 1991, and has been relatively constant since 1994 (the 1995 value is not significantly higher then the 1994 or 1996 values). Unaided propensity for males has remained relatively level since 1991. Composite propensity among females has increased slightly since 1993. As among males, unaided propensity among females has remained very steady since 1991.

Service-specific propensity among males has been relatively stable the past few years -- year-to-year changes are not statistically significant. However, propensities for all Services except the Marine Corps have been lower the past few years than in 1991. Although a few significant comparisons are possible (e.g., Navy propensity was higher in 1996 than in 1993), year-to-year changes in women's

propensity for specific Services are not significant. Women's propensities in 1996 seem, in general, to be at about the same level as in 1991, and higher than in 1993.

Table 3-1. Fall 1996 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, 1991-1996

Propensity Measure	Year					
	1991[a]	1992[b]	1993[c]	1994[d]	1995[e]	**1996[f]**
Composite	26.2 (0.9)	23.0 (0.8)	22.7 (0.7)	20.8 (0.8)	21.8 (0.6)	**20.7 (0.5)**
Unaided Mention	6.6 (0.5)	5.5 (0.4)	5.7 (0.4)	5.3 (0.4)	6.4 (0.2)	**5.9 (0.4)**
Service-Specific Propensity						
Army	13.2 (0.8)	10.1 (0.6)	9.5 (0.5)	8.5 (0.5)	9.7 (0.5)	**9.3 (0.4)**
Navy	9.9 (0.5)	8.7 (0.6)	8.0 (0.5)	7.3 (0.5)	8.0 (0.4)	**7.8 (0.3)**
Marine Corps	9.7 (0.7)	9.9 (0.6)	8.2 (0.6)	8.6 (0.5)	8.8 (0.3)	**8.4 (0.4)**
Air Force	12.5 (0.6)	11.2 (0.7)	10.6 (0.8)	9.9 (0.6)	10.1 (0.4)	**9.5 (0.4)**
Coast Guard	8.3 (0.5)	6.9 (0.5)	7.2 (0.5)	6.8 (0.4)	6.7 (0.4)	**6.3 (0.3)**

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 3,174 interviews.
[b]Estimates are based on 3,560 interviews.
[c]Estimates are based on 3,390 interviews.
[d]Estimates are based on 4,231 interviews.
[e]Estimates are based on 7,060 interviews.
[f]Estimates are based on 6,405 interviews.

Source: Q402, APPOSNEG, V438JOIN, and Q509-Q513.

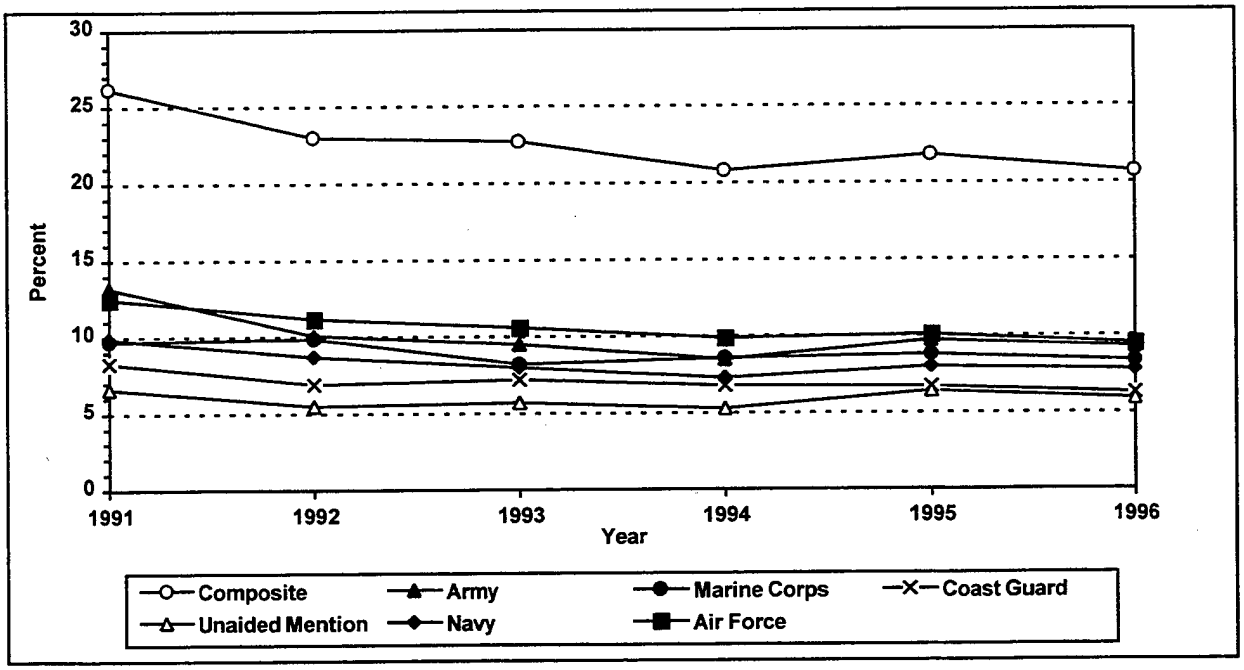

Figure 3-1. Fall 1996 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, 1991-1996

Table 3-2. Fall 1996 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, 1991-1996

	Year					
Propensity Measure	1991[a]	1992[b]	1993[c]	1994[d]	1995[e]	**1996[f]**
Composite	12.0 (1.0)	8.9 (0.7)	8.5 (0.9)	9.6 (0.8)	10.0 (0.6)	**10.6 (0.5)**
Unaided Mention	1.8 (0.3)	0.8 (0.2)	1.8 (0.4)	1.3 (0.3)	1.7 (0.2)	**1.8 (0.2)**
Service-Specific Propensity						
Army	6.0 (0.8)	3.6 (0.5)	3.2 (0.6)	4.7 (0.5)	4.6 (0.4)	**4.5 (0.3)**
Navy	4.3 (0.7)	2.9 (0.5)	2.4 (0.5)	3.2 (0.4)	3.6 (0.3)	**4.4 (0.3)**
Marine Corps	2.4 (0.5)	2.6 (0.4)	2.3 (0.5)	2.7 (0.4)	2.7 (0.3)	**2.8 (0.3)**
Air Force	7.2 (0.9)	5.2 (0.7)	4.8 (0.6)	4.0 (0.6)	5.4 (0.4)	**5.4 (0.4)**
Coast Guard	2.6 (0.4)	2.4 (0.5)	2.1 (0.4)	2.5 (0.5)	2.9 (0.3)	**2.6 (0.3)**

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,719 interviews.
[b]Estimates are based on 2,014 interviews.
[c]Estimates are based on 1,811 interviews.
[d]Estimates are based on 2,303 interviews.
[e]Estimates are based on 3,723 interviews.
[f]Estimates are based on 3,798 interviews.

Source: Q402, APPOSNEG, V438JOIN, and Q509-Q513.

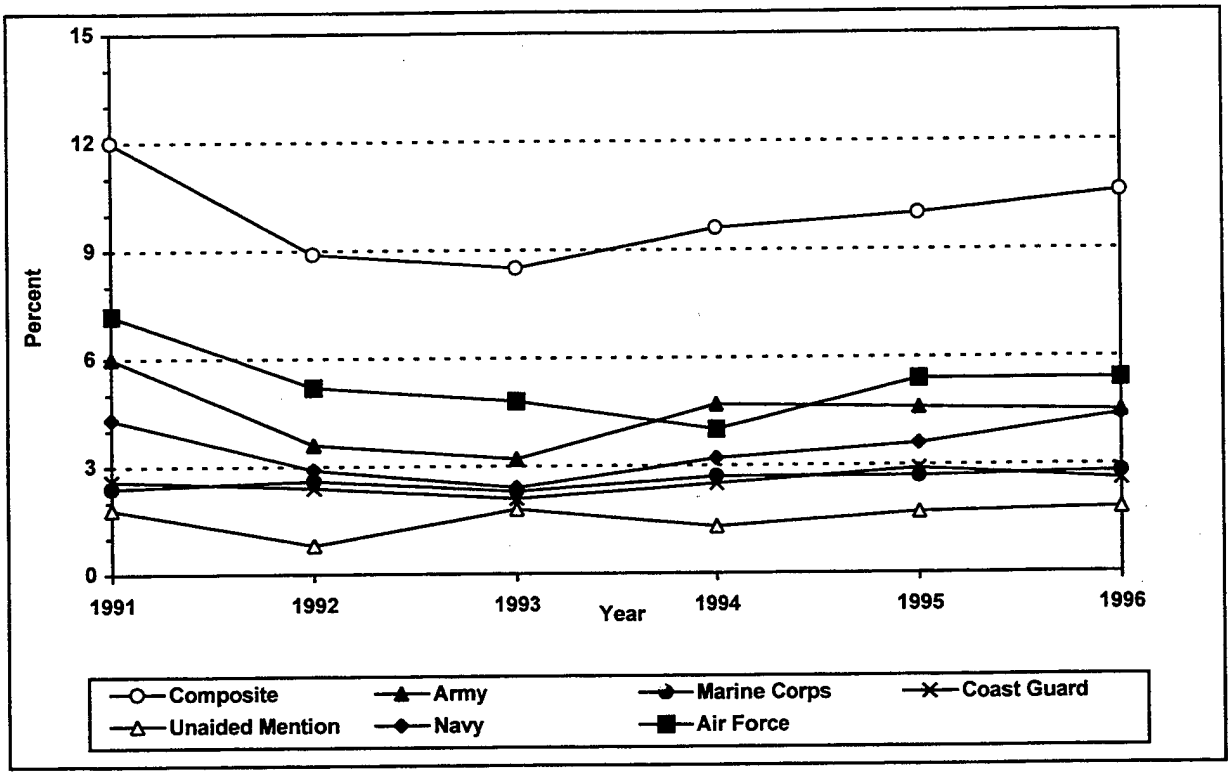

Figure 3-2A. Fall 1996 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, 1991-1996

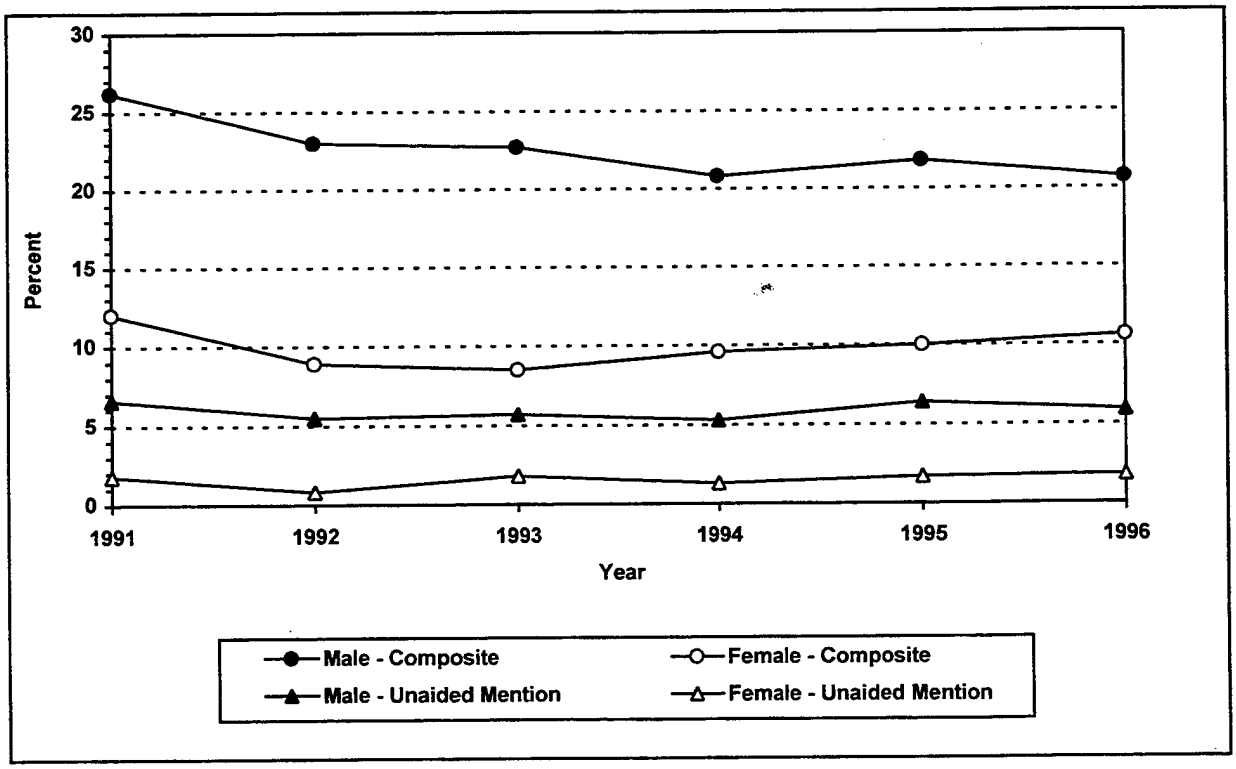

Figure 3-2B. Fall 1996 YATS - Percent Positive Active Composite and Unaided Mention, by Gender, 1991-1996

Trends in Enlistment Propensity by Age

Table 3-3 presents positive active composite propensity trends by age groups for males and females. Figure 3-3 also shows the relationship between propensity and age. (For clarity, only the last three years are displayed in Figure 3-3). The strong inverse relationship between age and propensity continues: as age increases, propensity decreases. Composite propensity appears to have increased among 18-19 year-old females (from 9.3 percent to 12.5 percent), and decreased for 20-21 year-olds (from 9.4 percent to 6.7 percent). These changes, however, are not statistically significant.

Table 3-3. Fall 1996 YATS - Percent Positive Active Composite Propensity, by Gender and Age, 1991-1996

	Males					
Age	1991[a]	1992[b]	1993[c]	1994[d]	1995[e]	**1996[f]**
16-17	40.2 (2.1)	35.8 (1.8)	37.8 (1.6)	33.8 (1.4)	34.5 (1.1)	**34.2 (1.0)**
18-19	33.0 (2.5)	27.1 (1.8)	26.3 (1.9)	24.4 (1.3)	24.6 (1.1)	**22.3 (1.2)**
20-21	22.7 (2.1)	18.9 (1.5)	18.3 (1.8)	13.9 (1.3)	16.9 (1.2)	**16.6 (1.2)**
22-24	14.5 (1.3)	14.2 (1.7)	12.8 (1.1)	13.7 (1.4)	13.5 (0.9)	**11.3 (0.9)**
Total	26.2 (0.9)	23.0 (0.8)	22.7 (0.7)	20.8 (0.8)	21.8 (0.6)	**20.7 (0.5)**

	Females					
Age	1991[g]	1992[h]	1993[i]	1994[j]	1995[k]	**1996[l]**
16-17	21.2 (2.3)	16.6 (1.6)	17.9 (2.5)	20.2 (2.0)	18.9 (1.2)	**19.3 (1.3)**
18-19	14.7 (2.1)	10.5 (1.7)	10.1 (1.7)	9.8 (1.8)	9.3 (1.2)	**12.5 (1.4)**
20-21	8.1 (1.7)	6.5 (1.4)	4.8 (1.3)	6.1 (1.3)	9.4 (1.3)	**6.7 (1.1)**
22-24	7.5 (1.6)	5.0 (1.2)	4.2 (1.1)	5.0 (1.1)	5.0 (0.8)	**5.7 (0.9)**
Total	12.0 (1.0)	8.9 (0.7)	8.5 (0.9)	9.6 (0.8)	10.0 (0.6)	**10.6 (0.5)**

Note: Tabled values are percentages with standard errors in parentheses.

Males

[a]Estimates are based on 3,174 interviews.
[b]Estimates are based on 3,560 interviews.
[c]Estimates are based on 3,390 interviews.
[d]Estimates are based on 4,231 interviews.
[e]Estimates are based on 7,060 interviews.
[f]Estimates are based on 6,405 interviews.

Females

[g]Estimates are based on 1,719 interviews.
[h]Estimates are based on 2,014 interviews.
[i]Estimates are based on 1,811 interviews.
[j]Estimates are based on 2,303 interviews.
[k]Estimates are based on 3,723 interviews.
[l]Estimates are based on 3,798 interviews.

Source: Q402, CALCAGE, and APPOSNEG.

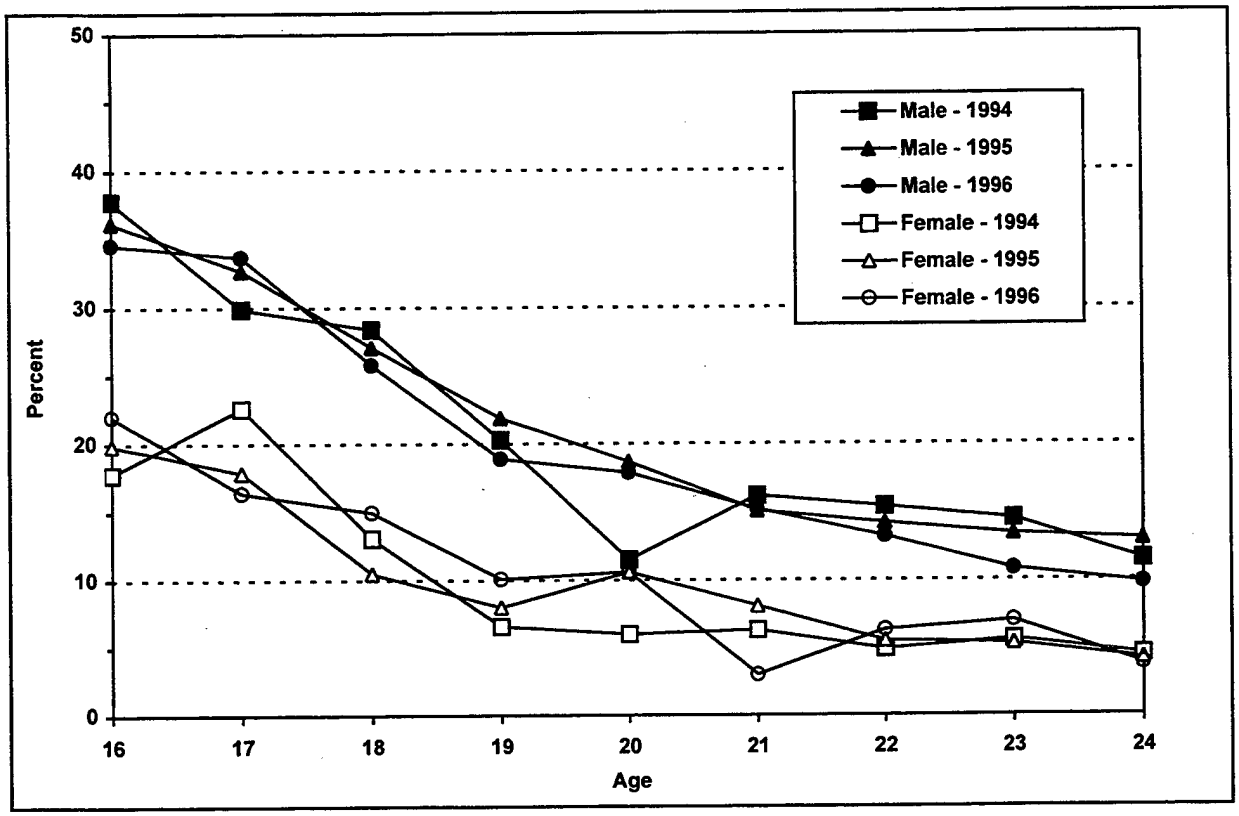

Figure 3-3. Fall 1996 YATS - Active Composite Propensity, by Gender and Single Year of Age, 1994-1996

Trends in Enlistment Propensity by Race/Ethnicity

Table 3-4 and Figure 3-4 show trends in active composite propensity among respondents classified as white (non-Hispanic), black (non-Hispanic), or Hispanic. (Other racial groups are included in the "Total" but are not presented separately). Propensity among white males was significantly lower in 1996 than in 1995, suggesting a continuation of the decline in propensity that started in 1992.

Active composite propensity remains significantly higher among blacks and Hispanics than among whites. Propensity among black males dropped dramatically after 1991, and has remained much lower than Hispanic male propensity. However, changes in black propensity have not been statistically significant the past few years.

Propensity among black and Hispanic females also dropped significantly from 1991 to 1992 similar to the drop among black males that year. Propensity among minority females remains significantly higher than propensity of white females. Among black females, composite propensity appears to decrease -- from 20.7 percent in 1995 to 18.9 percent in 1996. However, given the sample size, a change of this magnitude can easily occur because of sampling error.

Table 3-4. Fall 1996 YATS - Percent Positive Active Composite Propensity, by Race/Ethnicity and Gender, 1991-1996

	Males					
Race/Ethnicity	1991[a]	1992[b]	1993[c]	1994[d]	1995[e]	**1996[f]**
White	21.3 (1.0)	18.1 (0.8)	17.4 (0.8)	16.2 (0.7)	16.8 (0.6)	**15.2 (0.5)**
Black	41.4 (3.7)	34.0 (3.9)	33.2 (2.9)	29.7 (2.5)	27.4 (1.5)	**27.5 (2.0)**
Hispanic	37.7 (4.3)	40.2 (3.2)	38.9 (3.3)	36.4 (2.7)	39.9 (2.2)	**39.3 (2.3)**
Total	26.2 (0.9)	23.0 (0.8)	22.7 (0.7)	20.8 (0.8)	21.8 (0.6)	**20.7 (0.5)**

	Females					
Race/Ethnicity	1991[g]	1992[h]	1993[i]	1994[j]	1995[k]	**1996[l]**
White	7.1 (0.7)	6.3 (0.7)	5.2 (0.6)	6.2 (0.8)	5.2 (0.5)	**6.4 (0.4)**
Black	23.2 (4.0)	14.9 (3.3)	17.7 (3.5)	14.9 (2.5)	20.7 (1.9)	**18.9 (1.9)**
Hispanic	26.2 (5.4)	17.2 (2.9)	17.2 (2.9)	19.1 (3.3)	20.3 (2.5)	**20.7 (2.3)**
Total	12.0 (1.0)	8.9 (0.7)	8.5 (0.9)	9.6 (0.8)	10.0 (0.6)	**10.6 (0.5)**

Note: Tabled values are percentages with standard errors in parentheses.

Males

[a]Estimates are based on 3,174 interviews.
[b]Estimates are based on 3,560 interviews.
[c]Estimates are based on 3,390 interviews.
[d]Estimates are based on 4,231 interviews.
[e]Estimates are based on 7,060 interviews.
[f]Estimates are based on 6,405 interviews.

Females

[g]Estimates are based on 1,719 interviews.
[h]Estimates are based on 2,014 interviews.
[i]Estimates are based on 1,811 interviews.
[j]Estimates are based on 2,303 interviews.
[k]Estimates are based on 3,723 interviews.
[l]Estimates are based on 3,798 interviews.

Source: APPOSNEG, Q714, Q715, and Q402.

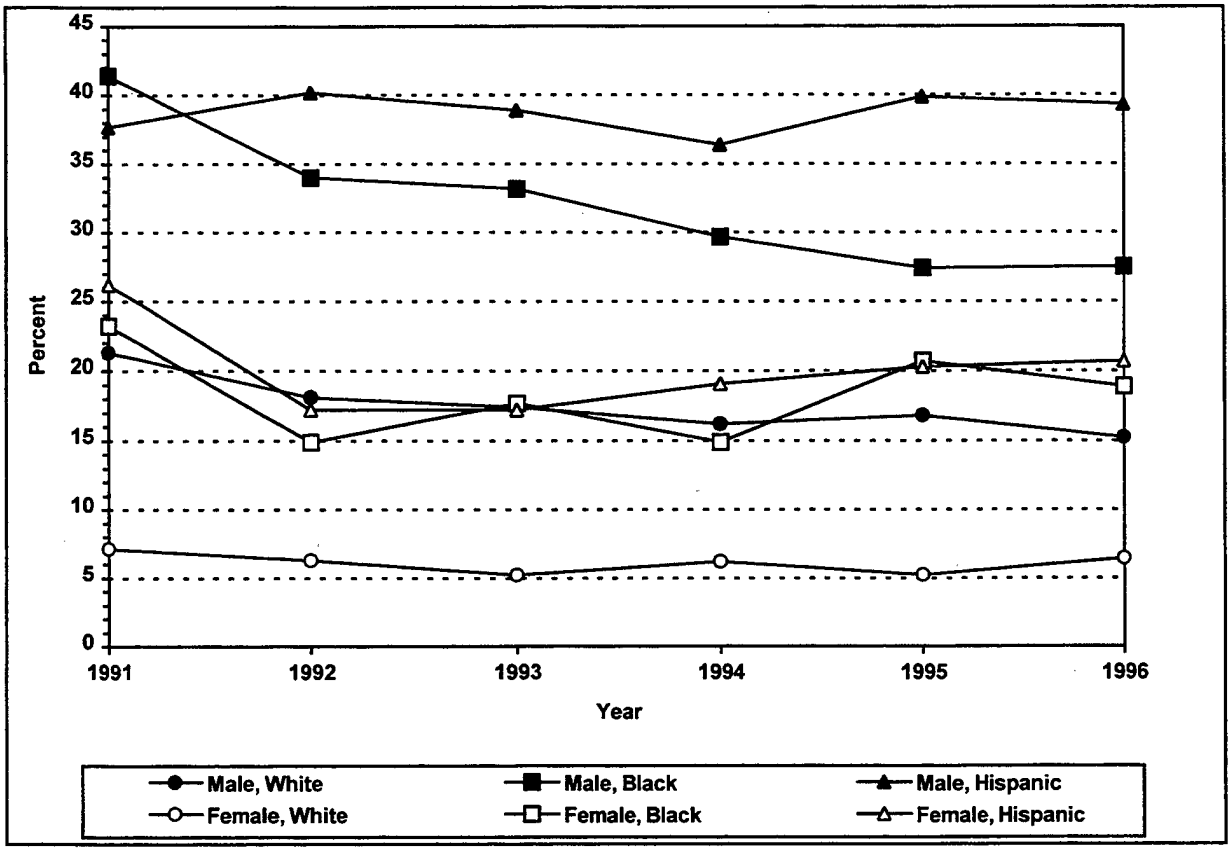

Figure 3-4. Fall 1996 YATS - Percent Positive Active Composite Propensity, by Race/Ethnicity and Gender, 1991-1996

Demographic Correlates of Propensity: 1996

Propensity and Age

Table 3-5 and Figures 3-5A and 3-5B present data which show the relationship between the three propensity measures and age. Table 3-5 and Figure 3-5B present the findings by four age groups while Figure 3-5A displays the data by single year of age. Overall, approximately 1 of every 5 (20.7 percent) male youth expressed active composite propensity in 1996, and 5.9 percent provided an unaided mention of going into the military. As mentioned earlier, there is a strong inverse relationship between propensity and age. As age increases, propensity decreases.

Findings for Service-specific propensity are also shown in Table 3-5 and Figure 3-5B. Propensity toward the Air Force and Army was significantly higher than propensity toward the Navy and Coast Guard. Coast Guard propensity was significantly lower than propensity associated with any other Service.

Table 3-5. Fall 1996 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by Age

Propensity Measure	Age: 16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]
Composite	34.2 (1.0)	22.3 (1.2)	16.6 (1.2)	11.3 (0.9)	20.7 (0.5)
Unaided Mention	13.6 (0.7)	5.4 (0.7)	3.1 (0.7)	1.9 (0.4)	5.9 (0.4)
Service-Specific Propensity					
Army	15.4 (0.8)	10.0 (0.8)	7.6 (0.9)	5.0 (0.7)	9.3 (0.4)
Navy	13.6 (0.8)	7.9 (0.8)	6.1 (0.8)	4.2 (0.6)	7.8 (0.3)
Marine Corps	14.5 (0.7)	8.6 (0.8)	7.1 (0.7)	4.2 (0.5)	8.4 (0.4)
Air Force	16.2 (0.9)	9.6 (0.7)	7.7 (0.8)	5.3 (0.6)	9.5 (0.4)
Coast Guard	8.9 (0.7)	7.1 (0.9)	6.5 (0.7)	3.5 (0.5)	6.3 (0.3)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 2,059 interviews.
[b]Estimates are based on 1,507 interviews.
[c]Estimates are based on 1,271 interviews.
[d]Estimates are based on 1,568 interviews.
[e]Estimates are based on 6,405 interviews.

Source: Q402, CALCAGE, APPOSNEG, V438JOIN, and Q509-Q513.

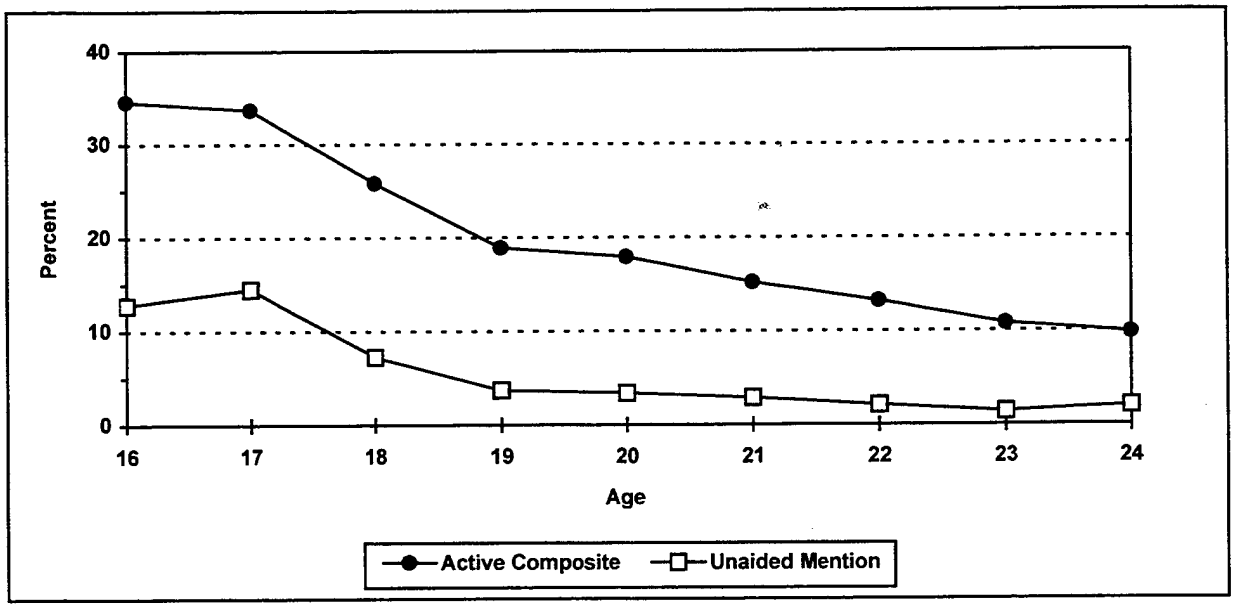

Figure 3-5A. Fall 1996 YATS - Percent Positive Active Composite Propensity and Unaided Mention Among Males, by Single Year of Age

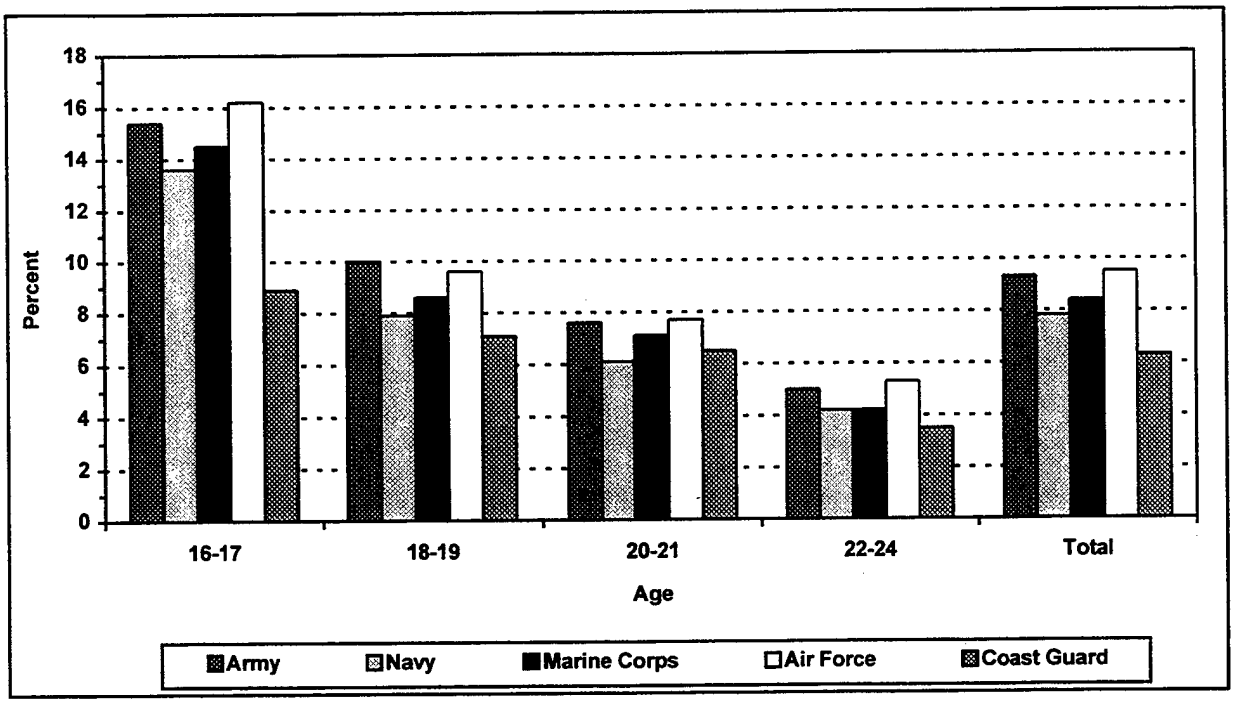

Figure 3-5B. Fall 1996 YATS - Percent Positive Service-Specific Propensity Among Males, by Age

Table 3-6 along with Figure 3-6A and Figure 3-6B present corresponding propensity estimates for females. Approximately 10.6 percent of the female youth expressed positive active composite propensity in 1996, and only 1.8 percent provided an unaided mention of the military when asked about their future plans. Among the female youth, propensity toward the Air Force was significantly higher than any other Service except the Army. Young women's propensity for the Marine Corps was significantly lower than for the Army, Navy, or Air Force.

A possible exception to the inverse relationship between propensity and age is observed among females: Marine Corps propensity was higher among 22-24 year-old females (1.7 percent) than 20-21 year-old females (0.6 percent). While the difference is nearly statistically significant, this pattern was not observed in previous years, and may be simply reflect sampling error.

Table 3-6. Fall 1996 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by Age

Propensity Measure	Age: 16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]
Composite	19.3 (1.3)	12.5 (1.4)	6.7 (1.1)	5.7 (0.9)	10.6 (0.5)
Unaided Mention	4.1 (0.6)	2.3 (0.6)	0.6 (0.3)	0.6 (0.3)	1.8 (0.2)
Service-Specific Propensity					
Army	9.2 (1.1)	4.6 (0.8)	2.7 (0.8)	2.3 (0.6)	4.5 (0.3)
Navy	7.8 (0.9)	5.9 (1.0)	2.9 (0.6)	1.8 (0.5)	4.4 (0.3)
Marine Corps	5.6 (0.8)	3.7 (0.8)	0.6 (0.3)	1.7 (0.5)	2.8 (0.3)
Air Force	9.0 (1.0)	7.5 (1.2)	3.0 (0.7)	3.0 (0.6)	5.4 (0.4)
Coast Guard	4.4 (0.7)	3.0 (0.7)	1.8 (0.5)	1.7 (0.5)	2.6 (0.3)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,186 interviews.
[b]Estimates are based on 884 interviews.
[c]Estimates are based on 758 interviews.
[d]Estimates are based on 970 interviews.
[e]Estimates are based on 3,798 interviews.

Source: Q402, CALCAGE, APPOSNEG, V438JOIN, and Q509-Q513.

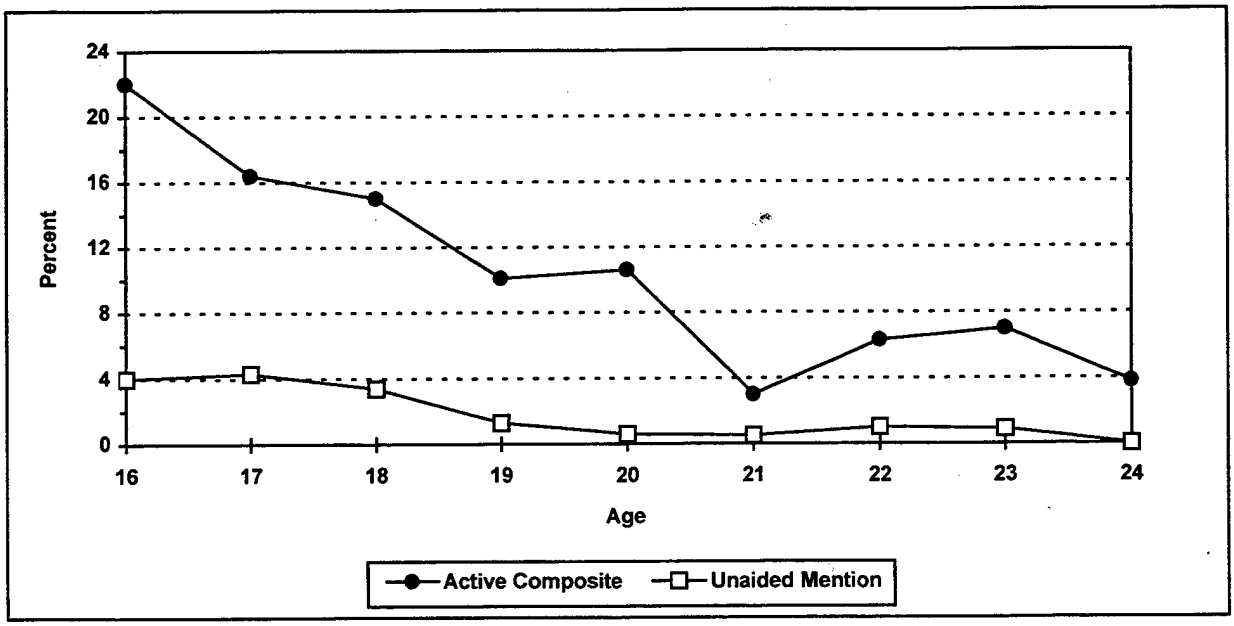

Figure 3-6A. Fall 1996 YATS - Percent Positive Active Composite Propensity and Unaided Mention Among Females, by Single Year of Age

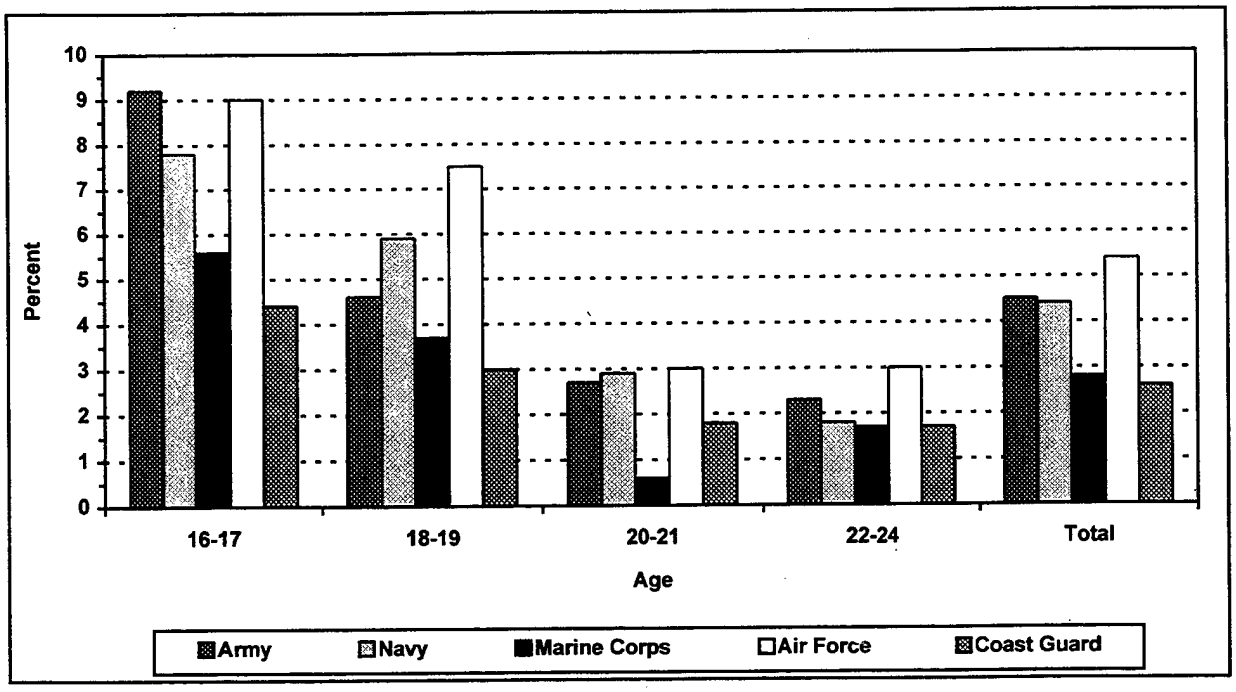

Figure 3-6B. Fall 1996 YATS - Percent Positive Service-Specific Propensity Among Females, by Age

Propensity and School Status

Table 3-7 presents positive propensity by school status for males and this data is presented graphically in Figures 3-7A and 3-7B. In these figures, youth are classified as either students (non-senior high school student, high school senior, or postsecondary/graduate student), or non-students (non-completer, high school graduate, some college, or college graduate). Additionally, educational attainment for these groups are arrayed from lowest (left) to highest (right).

Propensity declines as educational attainment increases for both students and non-students. This is due, at least in part, to the correlation of age with educational attainment. Inter-Service comparisons should be made with caution. For example, propensity for the Air Force is significantly greater than Army propensity among postsecondary students, but no other Army-Air Force comparisons are statistically significant.

Corresponding propensity data for females by school status are presented in Table 3-8 and Figures 3-8A and 3-8B. Generally, the pattern of propensity for females and males is similar, although propensity estimates for females are much lower overall.

Table 3-7. Fall 1996 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by School Status

	School Status							
	Students			Non-Students				
Propensity Measure	Non-Senior High School Student[a]	High School Senior[b]	Post-secondary/ Graduate Student[c]	Non-Completer[d]	High School Graduate[e]	Some College[f]	College Graduate[g]	Total[h]
Composite	39.1 (1.2)	29.6 (1.9)	9.3 (0.7)	28.4 (1.9)	16.2 (1.0)	8.8 (1.5)	3.6 (1.1)	20.7 (0.5)
Unaided Mention	14.8 (1.0)	12.4 (1.1)	1.5 (0.3)	5.8 (1.0)	2.5 (0.5)	2.3 (0.7)	0.8 (0.6)	5.9 (0.4)
Service-Specific Propensity								
Army	17.3 (1.0)	14.1 (1.6)	3.3 (0.4)	13.6 (1.7)	7.4 (0.7)	3.5 (0.8)	1.5 (0.7)	9.3 (0.4)
Navy	16.7 (1.1)	11.1 (1.3)	3.8 (0.4)	9.6 (1.4)	4.8 (0.7)	3.7 (1.0)	0.8 (0.6)	7.8 (0.3)
Marine Corps	17.7 (1.1)	12.5 (1.6)	2.9 (0.3)	12.7 (1.5)	5.3 (0.8)	2.2 (0.6)	0.8 (0.5)	8.4 (0.4)
Air Force	18.1 (1.3)	13.2 (1.3)	4.6 (0.5)	12.1 (1.3)	7.7 (0.9)	4.3 (1.0)	2.9 (1.0)	9.5 (0.4)
Coast Guard	10.5 (0.8)	8.8 (1.2)	3.1 (0.5)	9.8 (1.2)	4.5 (0.7)	3.7 (1.0)	1.2 (0.7)	6.3 (0.3)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,365 interviews.
[b]Estimates are based on 811 interviews.
[c]Estimates are based on 1,912 interviews.
[d]Estimates are based on 690 interviews.
[e]Estimates are based on 939 interviews.
[f]Estimates are based on 405 interviews.
[g]Estimates are based on 256 interviews.
[h]Estimates are based on 6,405 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, Q404A, Q407, Q408C, and SCHOOLST.

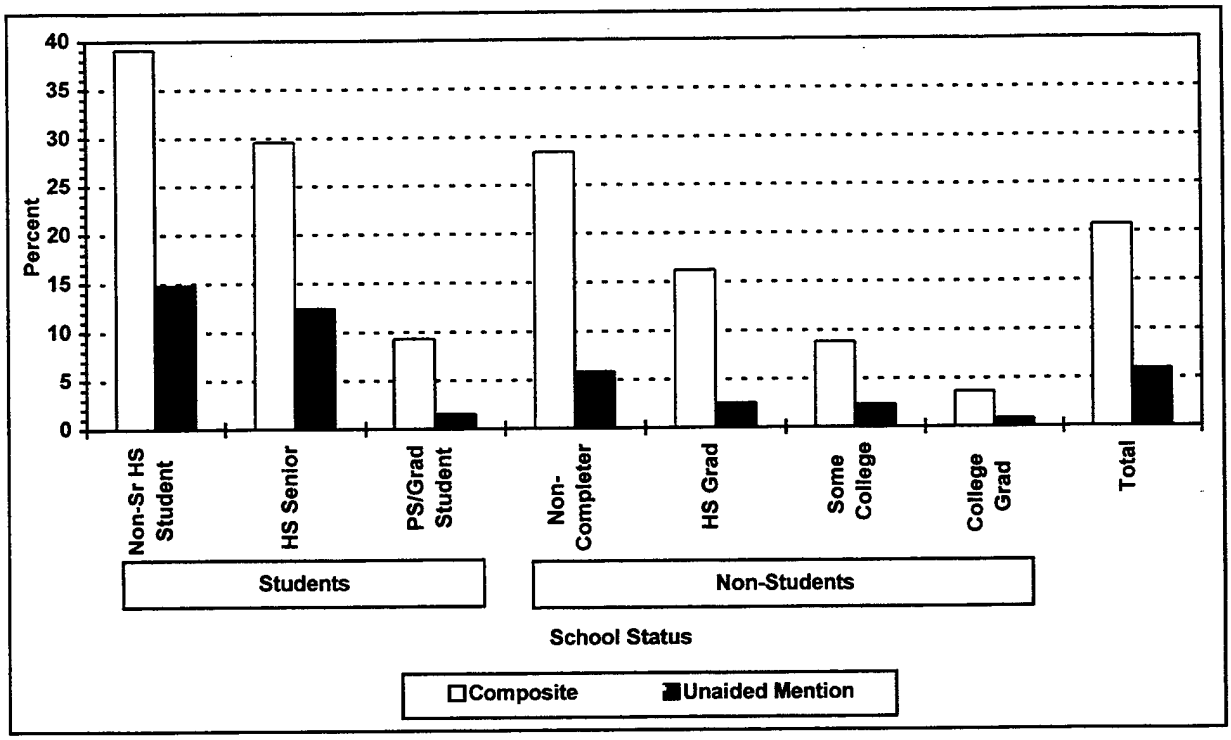

Figure 3-7A. Fall 1996 YATS - Percent Positive Active Composite and Unaided Mention Among Males, by School Status

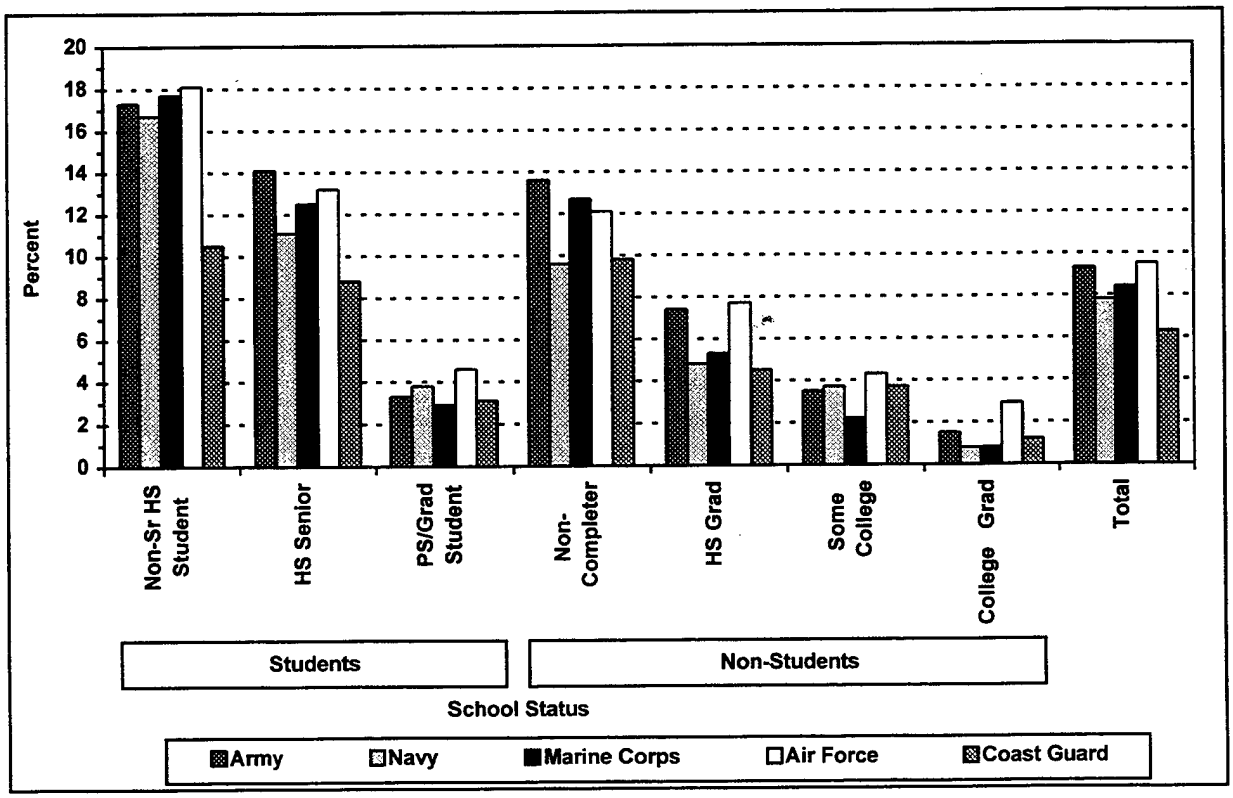

Figure 3-7B. Fall 1996 YATS - Percent Positive Service-Specific Propensity Among Males, by School Status

Table 3-8. Fall 1996 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by School Status

	School Status							
	Students			Non-Students				
Propensity Measure	Non-Senior High School Student[a]	High School Senior[b]	Post-secondary/ Graduate Student[c]	Non-Completer[d]	High School Graduate[e]	Some College[f]	College Graduate[g]	Total[h]
Composite	25.2 (2.0)	17.3 (2.0)	4.1 (0.6)	14.5 (2.3)	8.5 (1.2)	3.6 (1.1)	3.1 (1.3)	10.6 (0.5)
Unaided Mention	4.6 (0.9)	5.6 (1.2)	0.4 (0.2)	1.0 (0.6)	1.0 (0.5)	0.4 (0.4)	0.5 (0.5)	1.8 (0.2)
Service-Specific Propensity								
Army	12.5 (1.7)	6.2 (1.2)	1.6 (0.3)	7.3 (1.7)	3.1 (0.8)	0.8 (0.5)	0.6 (0.6)	4.5 (0.3)
Navy	11.2 (1.5)	6.1 (1.3)	1.8 (0.4)	6.1 (1.4)	3.5 (0.9)	1.0 (0.6)	0.5 (0.5)	4.4 (0.3)
Marine Corps	7.9 (1.2)	4.7 (1.1)	0.6 (0.2)	4.3 (1.3)	2.2 (0.8)	1.0 (0.6)	0.0 (NA)	2.8 (0.3)
Air Force	11.0 (1.5)	10.0 (1.7)	2.5 (0.4)	5.8 (1.5)	5.0 (1.2)	2.3 (1.0)	2.5 (1.2)	5.4 (0.4)
Coast Guard	6.0 (1.0)	3.7 (1.2)	1.0 (0.3)	4.8 (1.3)	2.1 (0.8)	1.5 (0.8)	0.0 (NA)	2.6 (0.3)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 683 interviews.
[b]Estimates are based on 526 interviews.
[c]Estimates are based on 1,297 interviews.
[d]Estimates are based on 307 interviews.
[e]Estimates are based on 498 interviews.
[f]Estimates are based on 287 interviews.
[g]Estimates are based on 181 interviews.
[h]Estimates are based on 3,798 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, Q404A, Q407, Q408C, and SCHOOLST.

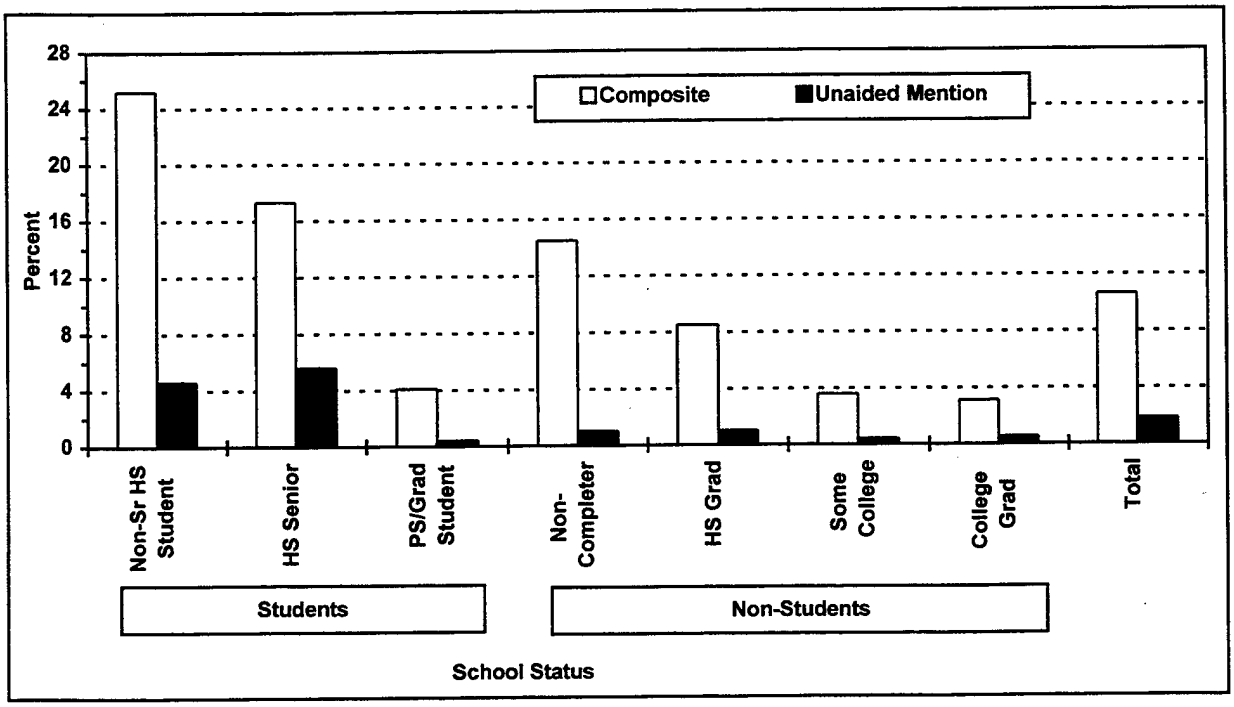

Figure 3-8A. Fall 1996 YATS - Percent Positive Active Composite and Unaided Mention Among Females, by School Status

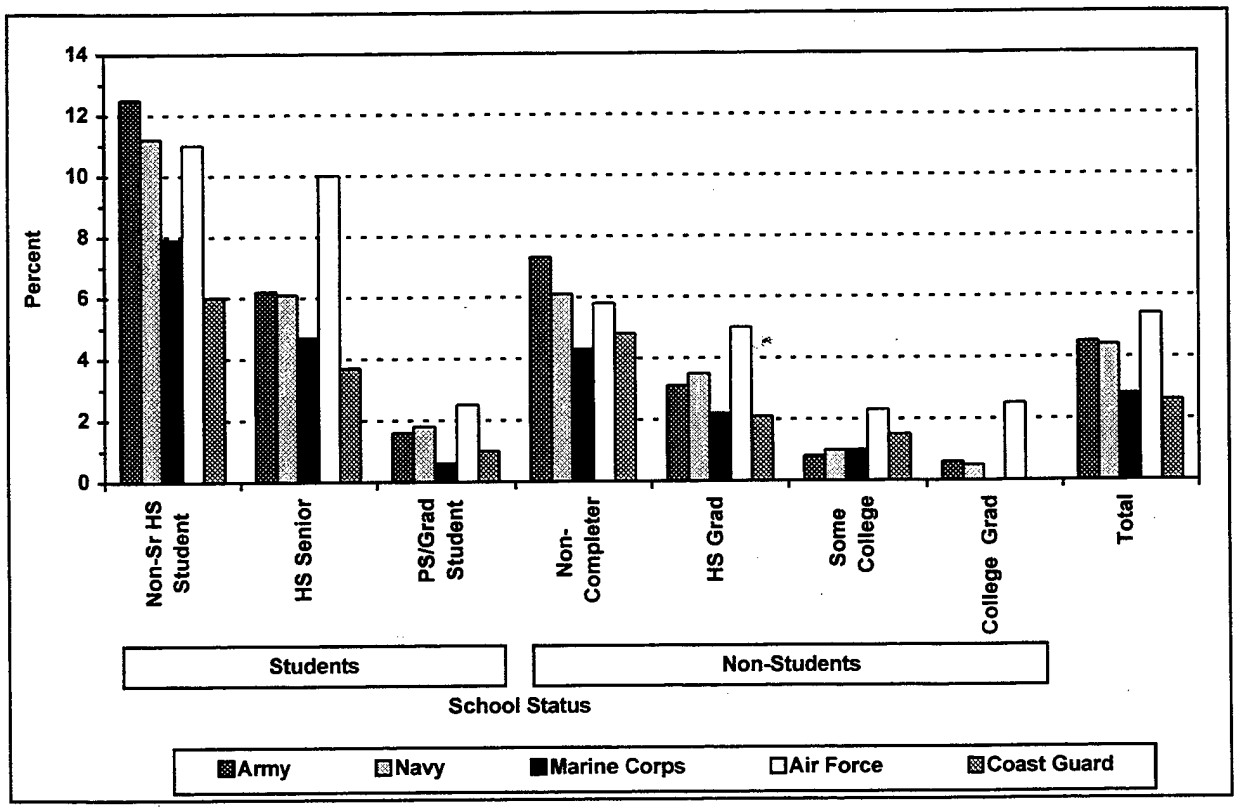

Figure 3-8B. Fall 1996 YATS - Percent Positive Service-Specific Propensity Among Females, by School Status

Propensity by Employment and School Status

Propensity estimates by employment status and school status for males are presented in Table 3-9 and Figure 3-9 for males. Among employment groups, propensity is consistently highest among unemployed males who are seeking work and lowest for students neither working nor seeking work. High school graduates who are not employed but looking for work express the highest composite propensity—46.1 percent. The small number of male nonstudents (i.e., high school graduates or youth with some college) who were not employed did not allow for reliable estimates and are therefore not represented in Table 3-9.

Table 3-10 and Figure 3-10 present propensity findings by employment and school status for females. Propensity levels are highest among females who were not employed but looking for work, mirroring the pattern among males. As among males, propensity levels are highest among female students who were not employed but looking for work. Across all school groups, 22.2 percent of the females who were not employed, but looking for work, expressed positive propensity compared to 8.6 percent of employed females and 7.1 percent of females who were not employed and not looking for work.

Table 3-9. Fall 1996 YATS - Percent Positive Active Composite Propensity Among Males, by Employment and School Status

	School Status				
Employment Status	High School Students[a]	High School Graduates[b]	Some College[c]	Postsecondary/ Graduate Students[d]	Total[e]
Employed	35.4 (1.8)	15.0 (1.0)	7.9 (1.5)	9.5 (0.8)	18.1 (0.6)
Not employed, looking	46.1 (1.8)	25.0 (5.3)	20.3 (7.1)	14.1 (2.6)	34.8 (1.5)
Not employed, not looking	22.5 (1.8)	--	--	6.5 (1.4)	15.3 (1.2)
Total	35.2 (1.0)	16.2 (1.0)	8.8 (1.5)	9.3 (0.7)	20.7 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

(--) Indicates cell size is so small that standard error estimate is not reliable.

[a]Estimates are based on 2,176 interviews.
[b]Estimates are based on 939 interviews.
[c]Estimates are based on 405 interviews.
[d]Estimates are based on 1,912 interviews.
[e]Estimates are based on 6,405 interviews.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q416, Q417, and APPOSNEG.

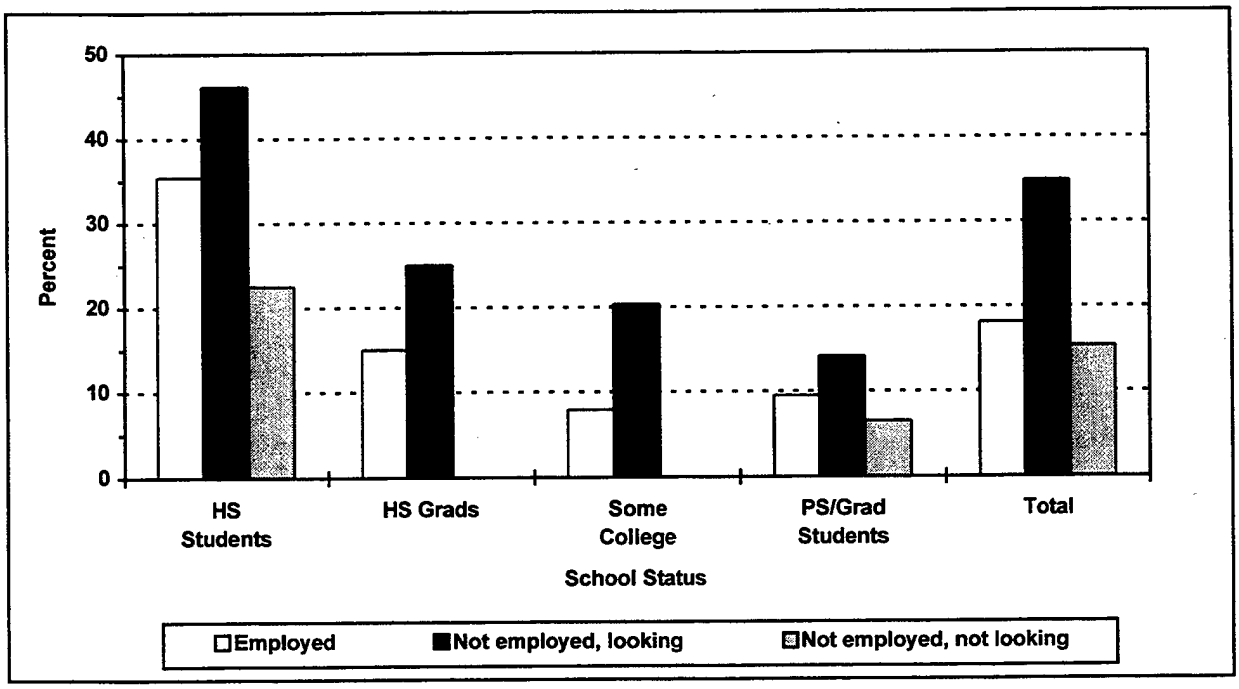

Figure 3-9. Fall 1996 YATS - Percent Positive Active Composite Propensity Among Males, by Employment and School Status

Table 3-10. Fall 1996 YATS - Percent Positive Active Composite Propensity Among Females, by Employment and School Status

	School Status				
Employment Status	High School Students[a]	High School Graduates[b]	Some College[c]	Postsecondary/ Graduate Students[d]	Total[e]
Employed	20.4 (1.9)	7.4 (1.4)	4.1 (1.2)	3.7 (0.7)	8.6 (0.6)
Not employed, looking	30.9 (3.3)	19.0 (6.2)	--	11.0 (3.0)	22.2 (1.9)
Not employed, not looking	12.7 (2.5)	4.7 (2.3)	0.0 (NA)	2.3 (0.8)	7.1 (1.1)
Total	21.5 (1.5)	8.5 (1.2)	3.6 (1.1)	4.1 (0.6)	10.6 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

(--) Indicates cell size is so small that standard error estimate is not reliable.

[a]Estimates are based on 1,209 interviews.
[b]Estimates are based on 498 interviews.
[c]Estimates are based on 287 interviews.
[d]Estimates are based on 1,297 interviews.
[e]Estimates are based on 3,798 interviews.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q416, Q417, and APPOSNEG.

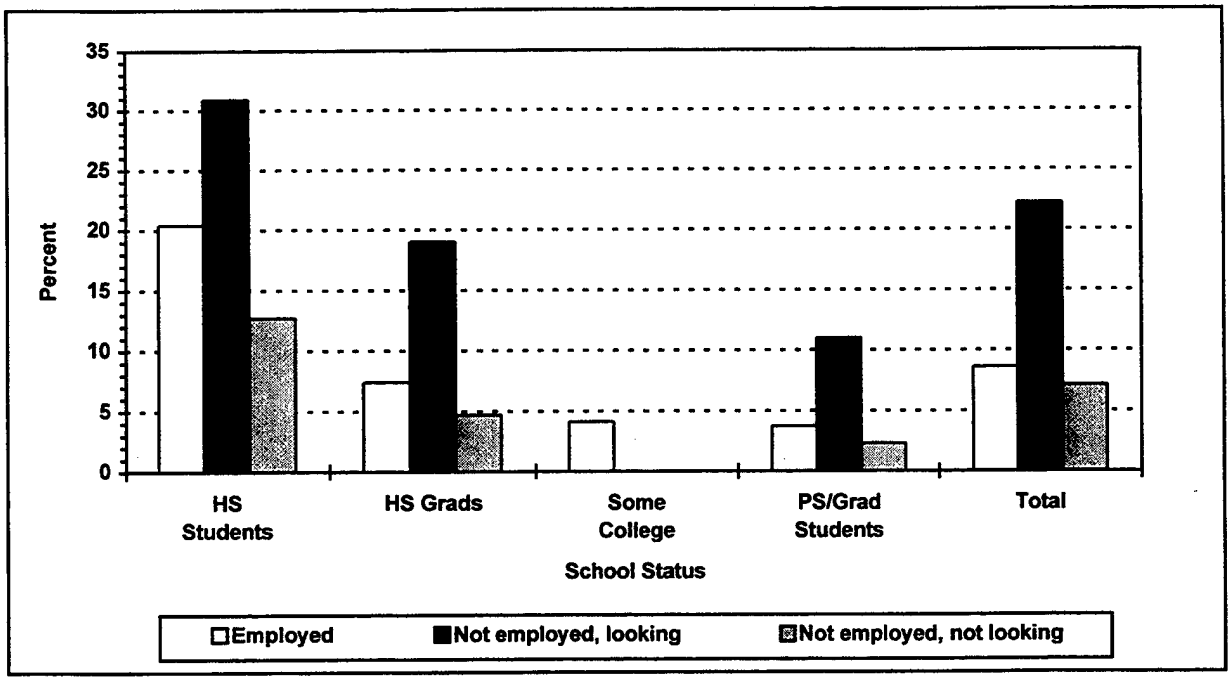

Figure 3-10. Fall 1996 YATS - Percent Positive Active Composite Propensity Among Females, by Employment and School Status

Propensity and Race/Ethnicity

Table 3-11 and Figures 3-11A and 3-11B show propensities for white, black, and Hispanic males. Propensities are not presented separately for other racial groups because there were too few in the sample to provide reliable estimates, but they are included in the "Total" estimates.

Propensity is higher among blacks and Hispanics than whites. Approximately twice as many black males and three times as many Hispanic males expressed positive, aided (i.e., Composite and Service-specific) propensity as white males. These ratios are not as large for unaided propensity, and only 60 percent more blacks than whites expressed propensity for the Air Force.

Table 3-11. Fall 1996 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by Race/Ethnicity

Propensity Measure	Race/Ethnicity			
	White[a]	Black[b]	Hispanic[c]	Total[d]
Composite	15.2 (0.5)	27.5 (2.0)	39.3 (2.3)	20.7 (0.5)
Unaided Mention	4.7 (0.3)	8.7 (1.0)	9.6 (1.2)	5.9 (0.4)
Service-Specific Propensity				
Army	6.0 (0.3)	14.5 (1.6)	19.4 (1.9)	9.3 (0.4)
Navy	5.0 (0.3)	10.6 (1.1)	17.0 (1.7)	7.8 (0.3)
Marine Corps	5.4 (0.3)	11.5 (1.5)	19.2 (2.0)	8.4 (0.4)
Air Force	6.9 (0.4)	10.8 (1.2)	20.4 (1.8)	9.5 (0.4)
Coast Guard	4.0 (0.3)	8.2 (1.2)	14.3 (1.4)	6.3 (0.3)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 4,511 interviews.
[b]Estimates are based on 645 interviews.
[c]Estimates are based on 697 interviews.
[d]Estimates are based on 6,405 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, Q714, and Q715.

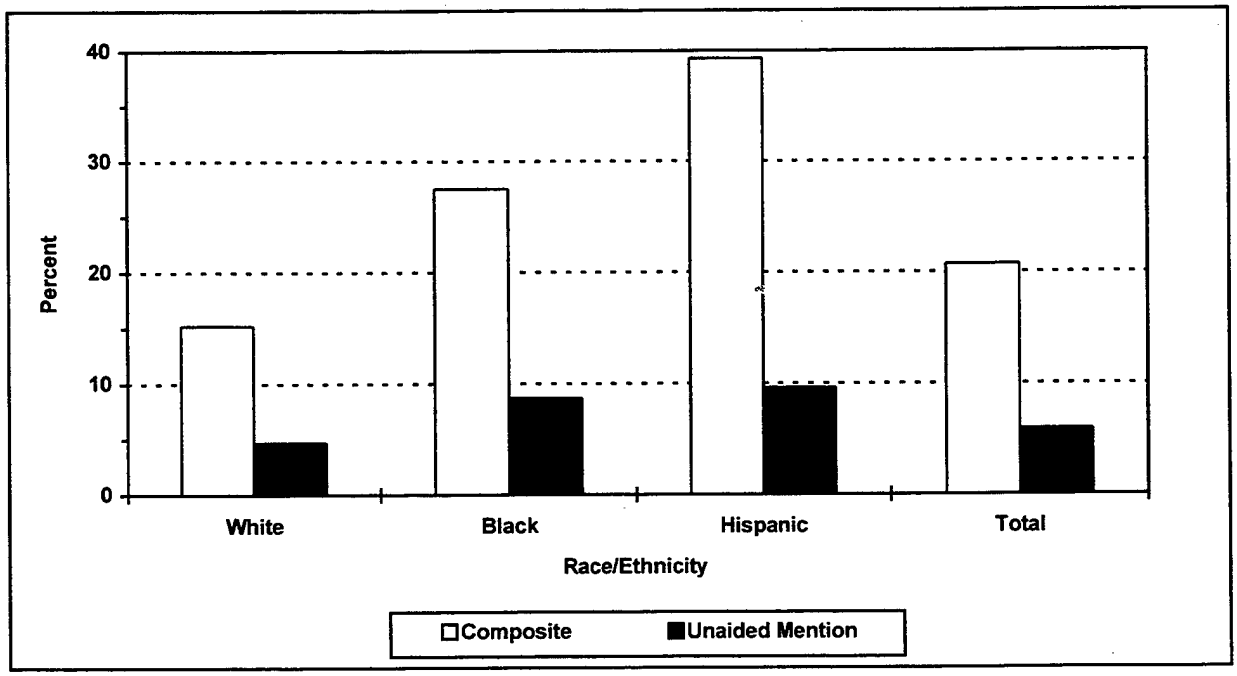

Figure 3-11A. Fall 1996 YATS - Percent Positive Active Composite and Unaided Mention Among Males, by Race/Ethnicity

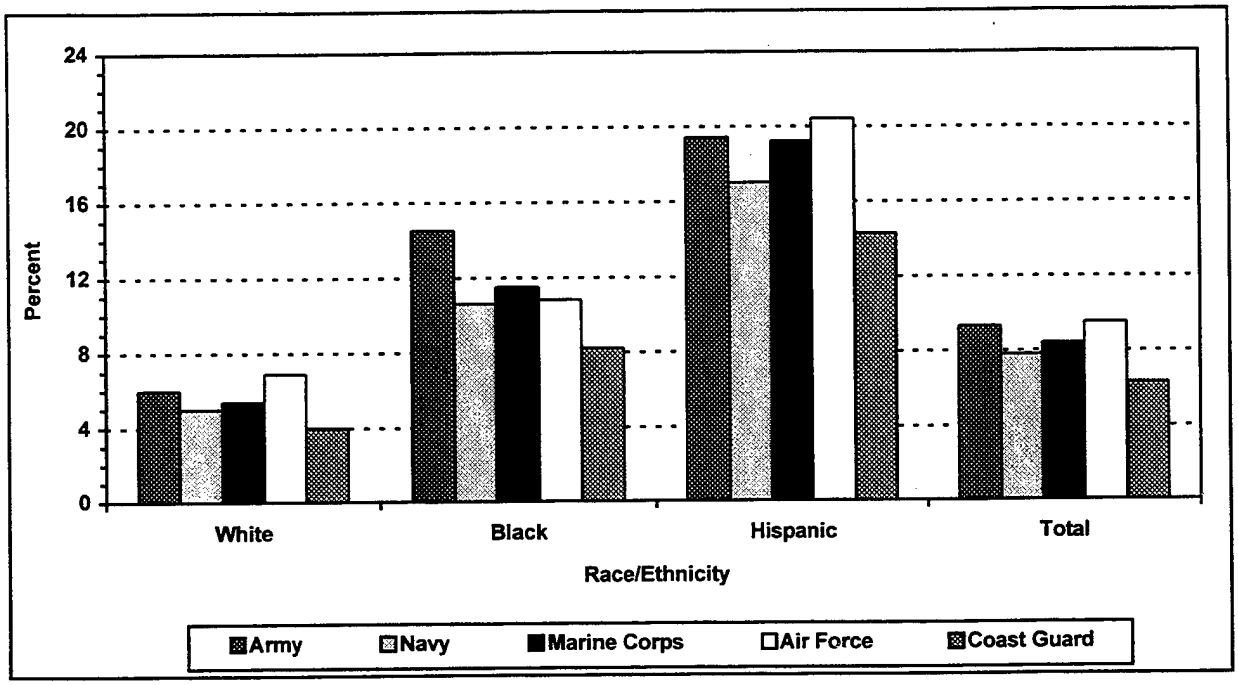

Figure 3-11B. Fall 1996 YATS - Percent Positive Service-Specific Propensity Among Males, by Race/Ethnicity

Propensity data for females are presented by race/ethnicity in Table 3-12 and Figures 3-12A and 3-12B. As with males, active composite and Service-specific propensities are higher among black and Hispanic females than among whites. Moreover, the relative differences between minorities and whites are much larger among females than males. Unaided propensity among Hispanic females, however, is not significantly different than among whites, and significantly lower than among black females.

Table 3-12. Fall 1996 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by Race/Ethnicity

Propensity Measure	Race/Ethnicity			
	White[a]	Black[b]	Hispanic[c]	Total[d]
Composite	6.4 (0.4)	18.9 (1.9)	20.7 (2.3)	10.6 (0.5)
Unaided Mention	1.4 (0.2)	3.7 (1.0)	1.8 (0.8)	1.8 (0.2)
Service-Specific Propensity				
Army	2.0 (0.3)	9.3 (1.4)	9.9 (1.8)	4.5 (0.3)
Navy	2.5 (0.3)	8.1 (1.6)	8.4 (1.4)	4.4 (0.3)
Marine Corps	1.4 (0.2)	6.9 (1.6)	4.8 (1.1)	2.8 (0.3)
Air Force	3.1 (0.4)	10.0 (1.4)	10.6 (1.8)	5.4 (0.4)
Coast Guard	1.4 (0.2)	5.1 (1.2)	5.9 (1.5)	2.6 (0.3)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 2,625 interviews.
[b]Estimates are based on 449 interviews.
[c]Estimates are based on 428 interviews.
[d]Estimates are based on 3,798 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, Q714, and Q715.

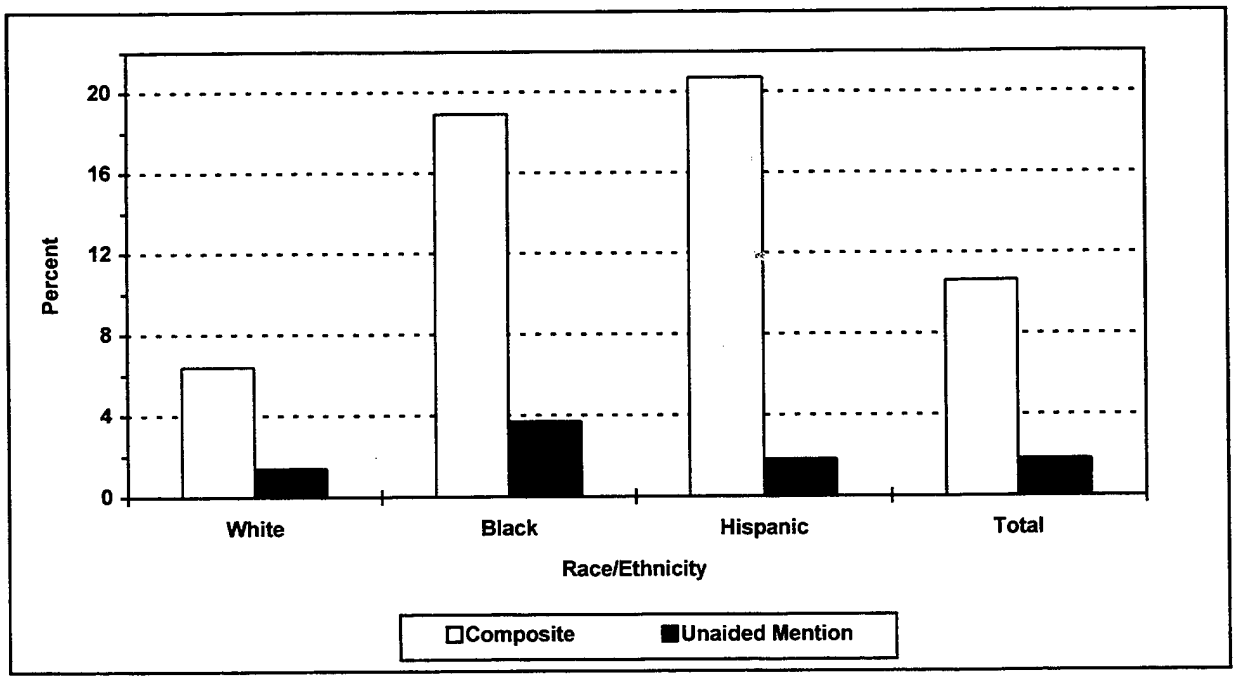

Figure 3-12A. Fall 1996 YATS - Percent Positive Active Composite and Unaided Mention Among Females, by Race/Ethnicity

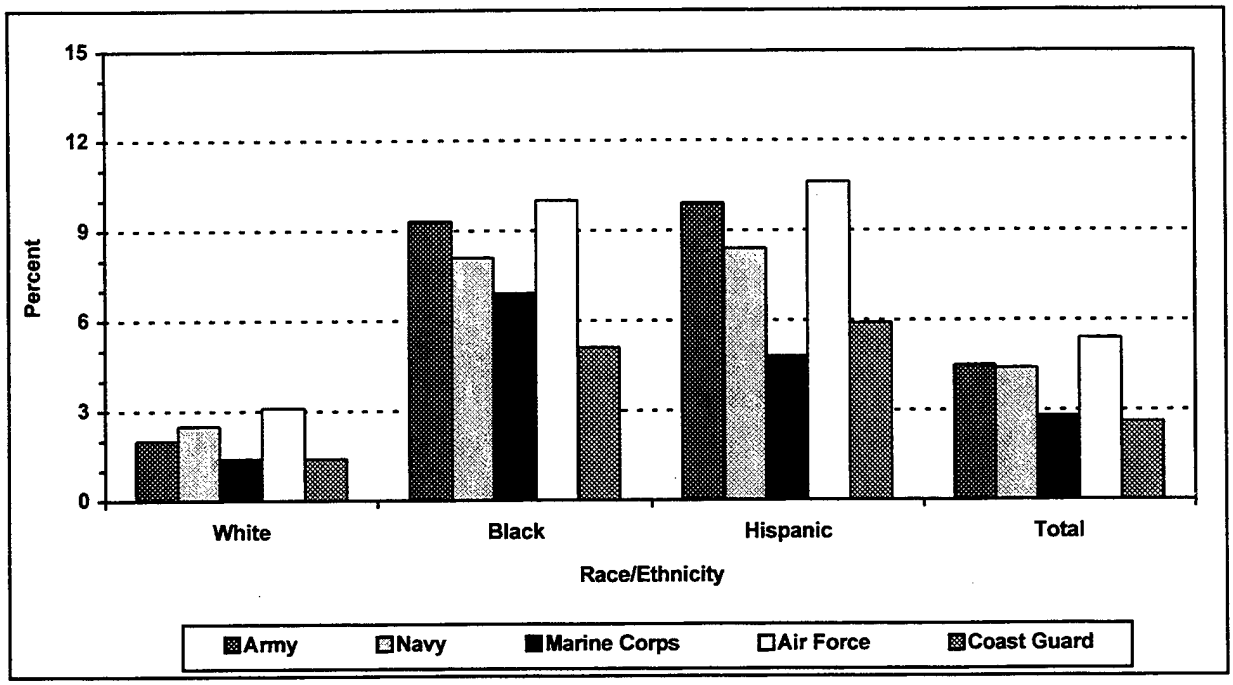

Figure 3-12B. Fall 1996 YATS - Percent Positive Service-Specific Propensity Among Females, by Race/Ethnicity

Propensity and Region

Propensity patterns among males by region are noted in Table 3-13 and Figures 3-13A and 3-13B. Active composite propensity was lower in the North Central than in other regions, and unaided mentions were significantly higher in the South than in the Northeast and North Central regions. Service-specific propensity patterns are similar to those evident in active composite propensity. Relative to other active composite propensity, and to propensity for other Services, Coast Guard propensity seems particularly low in the North Central region.

Table 3-13. Fall 1996 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by Region

Propensity Measure	Region				
	Northeast[a]	North Central[b]	South[c]	West[d]	Total[e]
Composite	21.2 (1.3)	15.5 (0.9)	23.2 (0.8)	21.9 (1.5)	20.7 (0.5)
Unaided Mention	5.1 (0.6)	4.4 (0.6)	7.4 (0.7)	5.7 (0.7)	5.9 (0.4)
Service-Specific Propensity					
Army	8.4 (0.9)	7.1 (0.7)	11.8 (0.7)	8.4 (0.9)	9.3 (0.4)
Navy	9.5 (1.0)	5.3 (0.5)	8.3 (0.5)	8.4 (0.8)	7.8 (0.3)
Marine Corps	9.3 (0.9)	6.7 (0.6)	8.5 (0.6)	9.3 (0.9)	8.4 (0.4)
Air Force	9.0 (1.1)	6.7 (0.7)	11.2 (0.7)	10.6 (1.0)	9.5 (0.4)
Coast Guard	6.6 (0.9)	3.4 (0.5)	7.0 (0.6)	8.3 (0.8)	6.3 (0.3)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,180 interviews.
[b]Estimates are based on 1,606 interviews.
[c]Estimates are based on 2,217 interviews.
[d]Estimates are based on 1,402 interviews.
[e]Estimates are based on 6,405 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, and REGION.

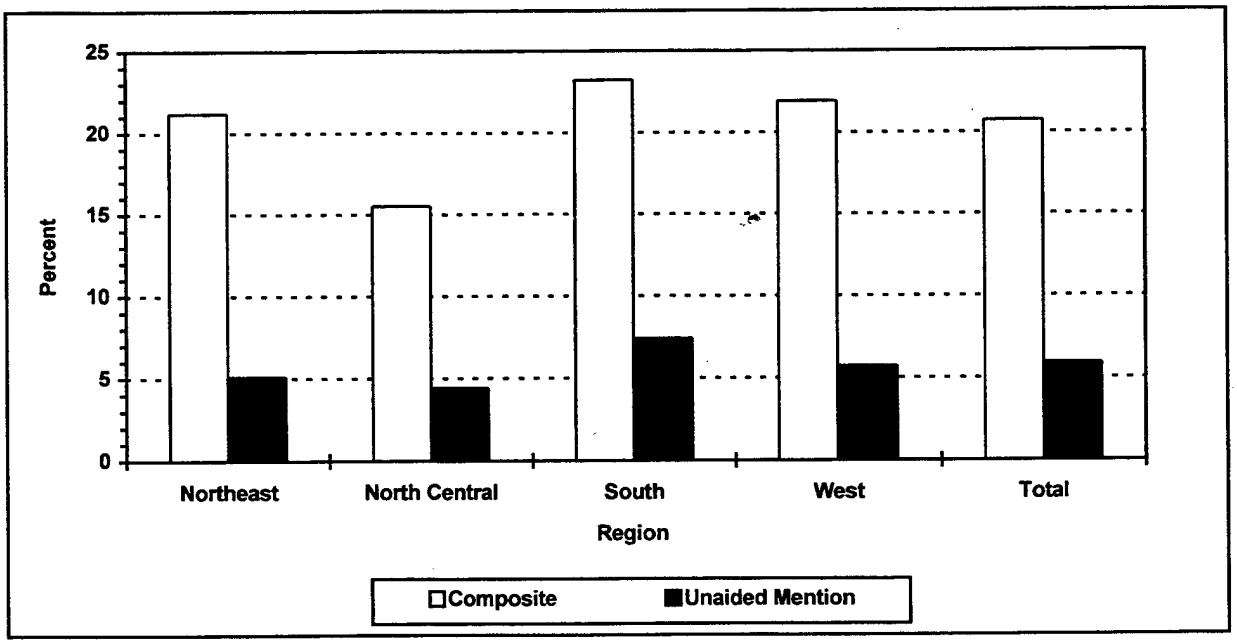

Figure 3-13A. Fall 1996 YATS - Percent Positive Active Composite and Unaided Mention Among Males, by Region

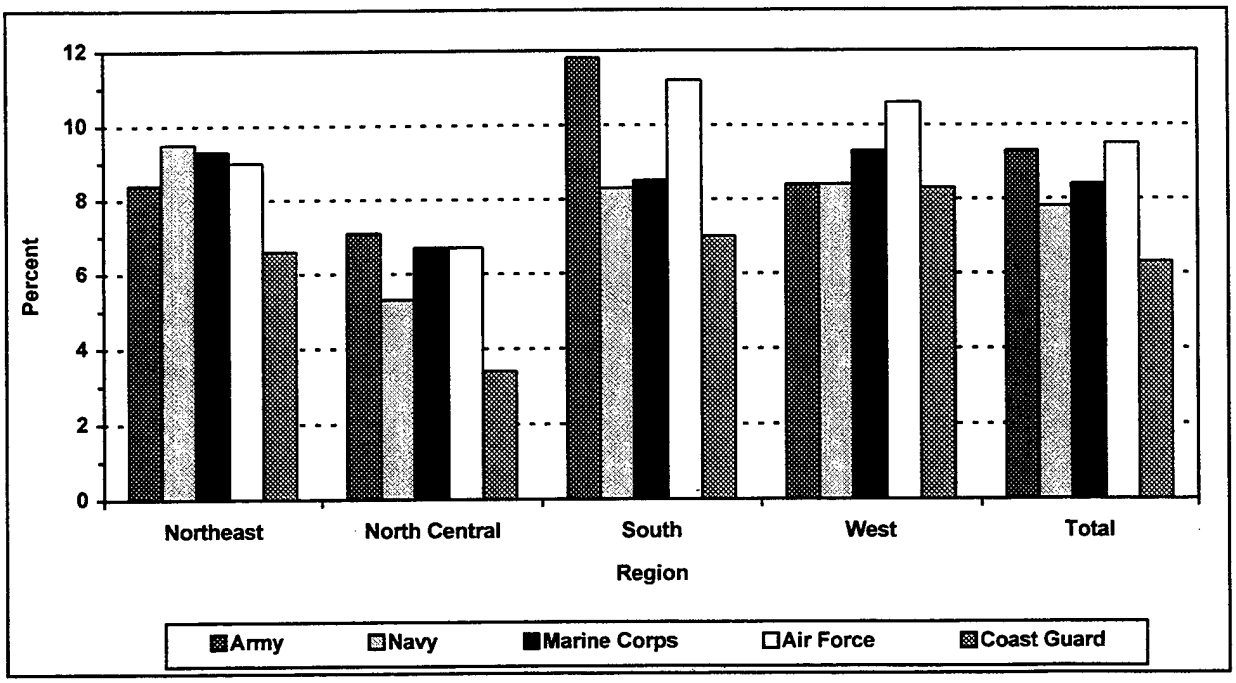

Figure 3-13B. Fall 1996 YATS - Percent Positive Service-Specific Propensity Among Males, by Region

Regional propensity patterns for females are shown in Table 3-14 and Figures 3-14A and 3-14B. Composite propensity among females in the South and West regions is significantly higher than the rest of the nation, but there are no significant differences in unaided propensity from one region to another. Female youth from the South and West expressed the highest levels of propensity toward each of the Services with one exception: Army propensity was equivalent among female residents from the South and Northeast (5.1 percent).

Table 3-14. Fall 1996 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by Region

Propensity Measure	Region				
	Northeast[a]	North Central[b]	South[c]	West[d]	Total[e]
Composite	9.6 (1.2)	8.4 (0.8)	12.0 (0.9)	11.9 (1.3)	10.6 (0.5)
Unaided Mention	1.9 (0.6)	1.7 (0.5)	2.2 (0.4)	1.3 (0.5)	1.8 (0.2)
Service-Specific Propensity					
Army	5.1 (1.0)	3.2 (0.5)	5.1 (0.7)	4.6 (0.8)	4.5 (0.3)
Navy	4.1 (0.7)	4.1 (0.7)	4.5 (0.6)	4.8 (0.9)	4.4 (0.3)
Marine Corps	2.5 (0.7)	2.7 (0.6)	2.9 (0.5)	3.2 (0.7)	2.8 (0.3)
Air Force	4.9 (0.9)	3.4 (0.6)	6.9 (0.7)	6.0 (1.0)	5.4 (0.4)
Coast Guard	3.0 (0.6)	1.8 (0.4)	2.7 (0.5)	3.4 (0.8)	2.6 (0.3)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 702 interviews.
[b]Estimates are based on 969 interviews.
[c]Estimates are based on 1,335 interviews.
[d]Estimates are based on 792 interviews.
[e]Estimates are based on 3,798 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, and REGION.

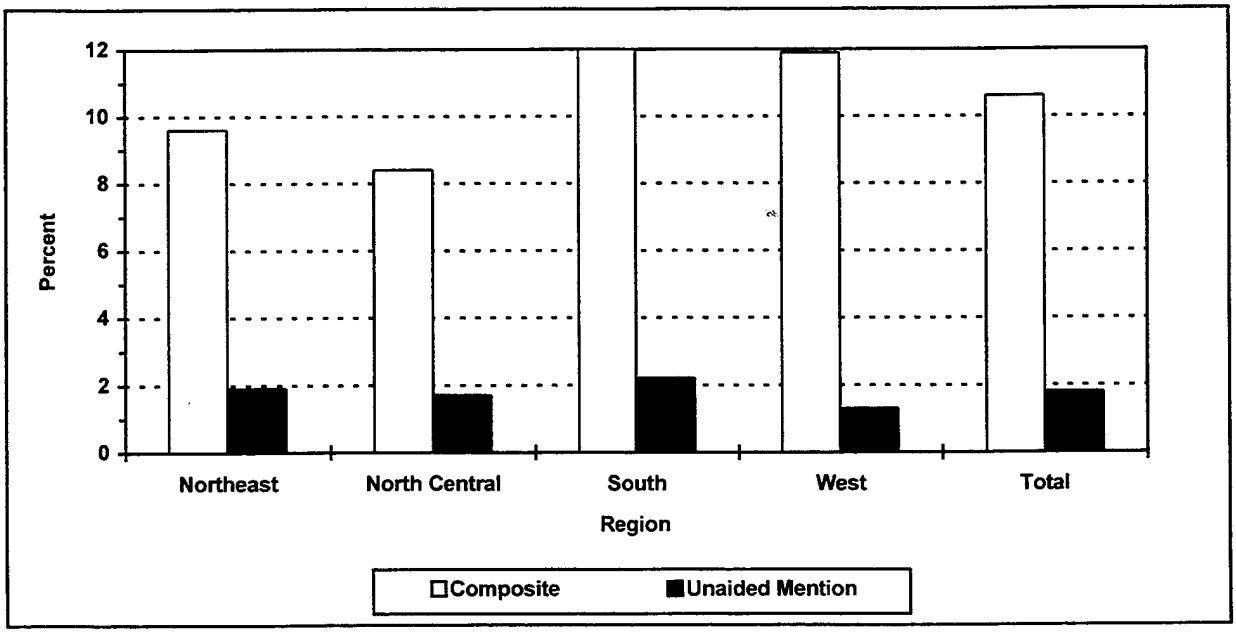

Figure 3-14A. Fall 1996 YATS - Percent Positive Active Composite and Unaided Mention Among Females, by Region

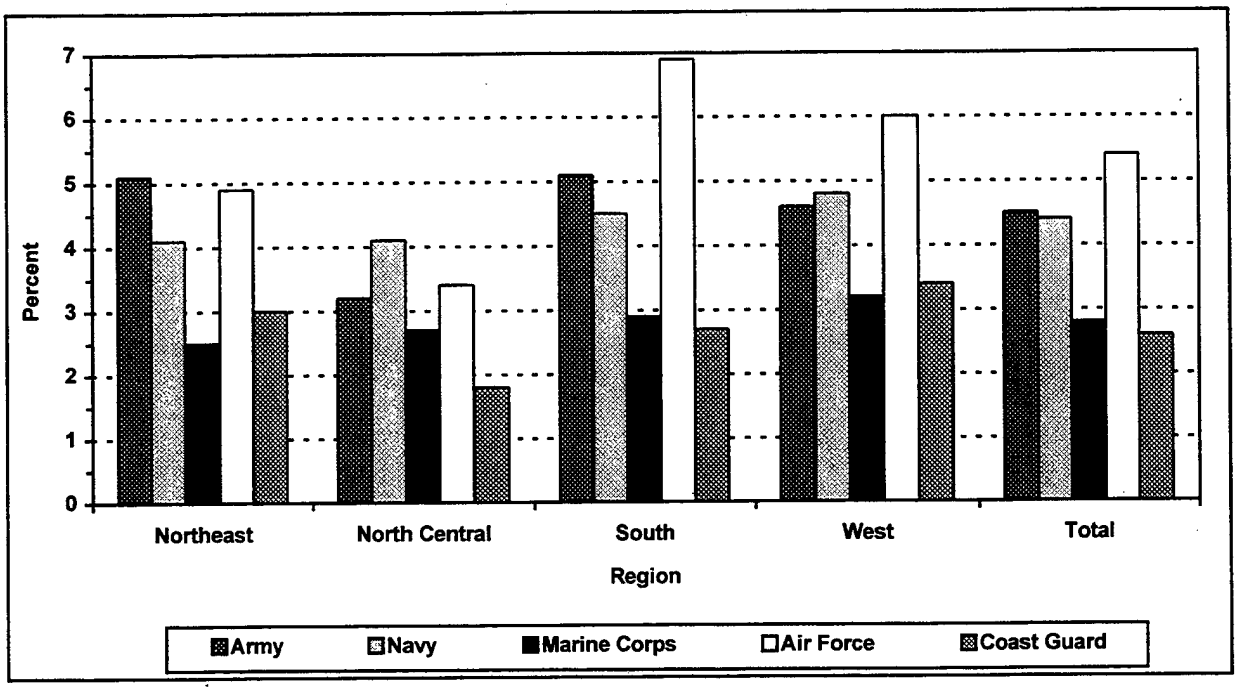

Figure 3-14B. Fall 1996 YATS - Percent Positive Service-Specific Propensity Among Females, by Region

Summary of Demographic Correlates of Propensity

This chapter has presented findings on the propensity of young men and women to enlist in the active Military Services. Trends in propensity from 1991 through 1996, and the relationship between the various propensity measures and demographic characteristics, were examined.

Propensity was relatively high in 1991 and declined in the following years. The decline in propensity was particularly steep for blacks, and was relatively slight for the Marine Corps. Propensity among females in 1996 seem, in general, to be at about the same level as in 1991, and higher than in 1993. Thus, propensity among women appears to be increasing. In 1996, 20.7 percent of the males and 10.6 percent of the females indicated a likelihood of enlisting in one or more of the active Military Services. Only 5.9 percent of males and 1.8 percent of females voluntarily mentioned joining the military when initially asked about their future plans.

Regardless of the trends, several relationships exist over the entire period. First, active composite propensity is consistently greater than Service-specific propensity, and both of these aided measures are greater than unaided propensity. Second, propensity is higher among males than among females. Third, propensity decreases as age increases. Fourth, propensity for the Army and the Air

Force is higher than for the other Services. Among males, propensity for the Coast Guard is lower than the other Services. And finally, blacks and Hispanics display higher propensity levels than whites.

In 1996, propensity measures were generally higher among Hispanic males than black males, and higher among black males than white males. Among females propensity was greater among minorities than whites, but differences between black and Hispanic females were not significant.

Current results also show propensity is inversely related to education: those with more education have lower propensity. (Age and education are obviously highly correlated.) Variations in propensity by school status were very similar among males and females.

Propensity was highest among youth who were not employed but looking for work and lowest among those who were not employed, but not looking for work. Of those youth who were not employed but looking for work, high school students expressed the highest positive propensity overall.

Active composite propensity was higher in South and West than in the Northeast and North Central regions. Unaided propensity among males was higher in the South and West than in the rest of the nation. Among females, however, regional differences in unaided propensity were not statistically significant.

4. ENLISTMENT PROPENSITY FOR THE NATIONAL GUARD AND RESERVES

Since its expansion in 1983, YATS has collected information from the nation's youth on propensity toward Reserve service. This chapter presents findings on Reserve **composite** propensity, propensity for the National Guard and Reserves, and propensity for the specific components of the National Guard and Reserves. As in the previous chapter, this chapter presents historical trends for 1991 through 1996, followed by a more detailed analysis of relationships between propensity and demographic variables from the 1996 administration. Estimates for active composite propensity are presented whenever Reserve composite propensity estimates appear in tables to assist in comparing the two measures.

In this chapter, all tables contain data for both males and females. Tables and figures presenting the same data are similarly numbered to facilitate cross-referencing. For example, Figures 4-3A and 4-3B illustrate data presented in Table 4-3.

Reserve Propensity Measures

Each YATS respondent is asked two questions on Reserve propensity:

"How likely is it that you will be serving in the National Guard?"

"How likely is it that you will be serving in the Reserves?"

Those stating that they will "definitely" or "probably" serve in the National Guard are counted as having "positive propensity" for the National Guard. All other responses, including "don't know" or refusal to answer the question, are counted as negative. Positive propensity for the Reserves is measured similarly. Those saying they will "definitely" or "probably" serve in either (or both) are counted as having positive Reserve **composite** propensity. These definitions parallel the propensity measures used for the active Services.

Respondents who indicated positive propensity for the National Guard were asked:

"Is that the Army National Guard or the Air National Guard?"

Because some respondents either decline to answer this question or do not know the specific component they would serve in, the sum of the percentages for Army National Guard and Air National Guard is less than that reported for National Guard. (See Table 4-3 as an example.) The order in which Army National Guard and Air National Guard appear in this question is rotated among respondents to minimize any order effect.

Similarly, respondents who indicated positive propensity for the Reserves were asked:

"Is that the Air Force Reserve, the Army Reserve, the Coast Guard Reserve, the Marine Corps Reserve, or the Naval Reserve?"

Again, the sum of the percentages identified with each of these components is slightly less than the total percentage reporting propensity for the Reserves and the order of the components is rotated.

Historical Trends in Reserve Propensity

Tables 4-1 through 4-3 and their corresponding figures present trends in Reserve propensity from 1991 to 1996. Reserve composite propensity among males declined significantly from 1991 to 1994 (19.2 percent to 16.0 percent), as did active composite propensity. Since 1994, however, Reserve composite propensity has remained stable at about 16.0 percent. Reserve composite propensity among females has remained relatively steady over the entire 6-year period, ranging from 7.1 percent to 8.6 percent.

Active composite propensity has been consistently higher than Reserve composite propensity among males, as seen in Figure 4-1. Among females, active composite propensity is significantly higher than Reserve composite propensity only for 1991 (active-12.0 percent, Reserve-8.6 percent) and 1996 (active-10.6 percent, Reserve-8.6 percent).

Table 4-1. Fall 1996 YATS - Percent Positive Active and Reserve Composite Propensity, by Gender, 1991-1996

	Males					
Propensity Measure	1991[a]	1992[b]	1993[c]	1994[d]	1995[e]	**1996[f]**
Composite						
Active	26.2 (0.9)	23.0 (0.8)	22.7 (0.7)	20.8 (0.8)	21.8 (0.6)	**20.7 (0.5)**
Reserve	19.2 (1.1)	17.9 (1.1)	16.9 (1.1)	16.0 (0.8)	16.2 (0.5)	**16.3 (0.6)**

	Females					
Propensity Measure	1991[g]	1992[h]	1993[i]	1994[j]	1995[k]	**1996[l]**
Composite						
Active	12.0 (1.0)	8.9 (0.7)	8.5 (0.9)	9.6 (0.8)	10.0 (0.6)	**10.6 (0.5)**
Reserve	8.6 (1.2)	7.8 (1.2)	7.1 (1.1)	7.6 (0.7)	8.5 (0.5)	**8.6 (0.5)**

Note: Tabled values are percentages with standard errors in parentheses.

Males

[a]Estimates are based on 1,576 interviews.
[b]Estimates are based on 1,728 interviews.
[c]Estimates are based on 1,694 interviews.
[d]Estimates are based on 4,231 interviews.
[e]Estimates are based on 7,060 interviews.
[f]Estimates are based on 6,405 interviews.

Females

[g]Estimates are based on 824 interviews.
[h]Estimates are based on 960 interviews.
[i]Estimates are based on 854 interviews.
[j]Estimates are based on 2,303 interviews.
[k]Estimates are based on 3,723 interviews.
[l]Estimates are based on 3,798 interviews.

Source: Q402, APPOSNEG, and RPPOSNEG.

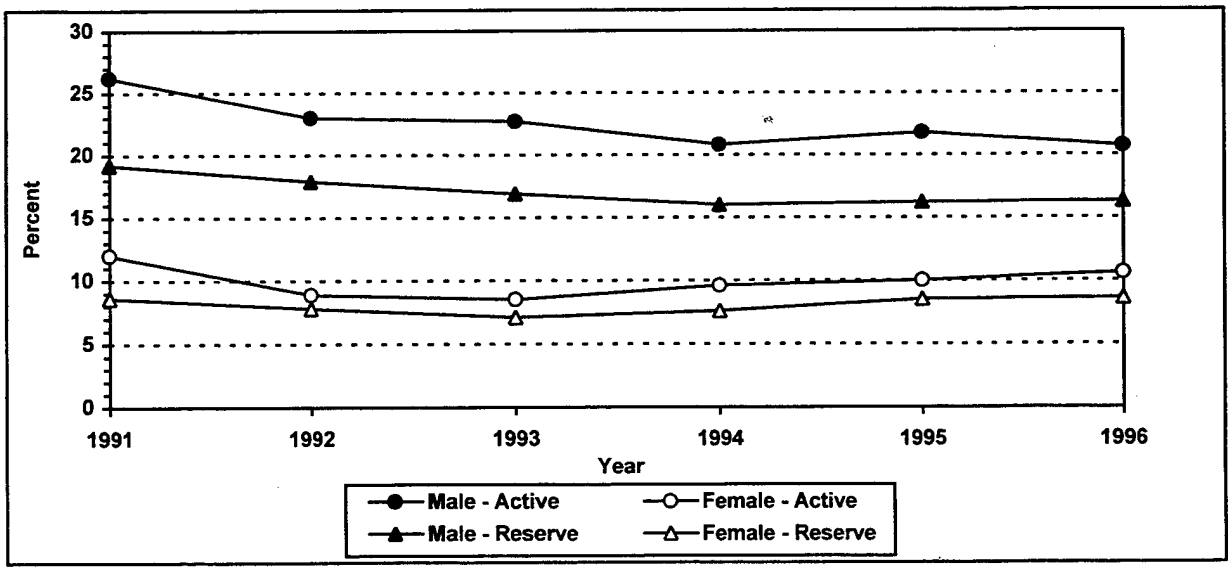

Figure 4-1. Fall 1996 YATS - Percent Positive Active and Reserve Composite Propensity, by Gender, 1991-1996

Table 4-2 and Figure 4-2 display National Guard and Reserve propensity among males and females. For both males and females, propensity for the Reserves has been consistently higher than propensity for the National Guard, even though Reserve propensity among males dropped significantly from 15.9 percent in 1991 to 13.1 percent in 1996. Propensity for the National Guard among males increased significantly to 8.3 percent in 1996 after dropping significantly from 9.3 percent in 1991 to 7.3 percent in 1995. Among females, propensity toward the National Guard was generally steady between 1992 and 1994 before increasing significantly from 2.9 percent in 1994 to 4.0 percent in 1996.

Table 4-2. Fall 1996 YATS - Percent Positive National Guard and Reserve Propensity, by Gender, 1991-1996

	Males					
Propensity Measure	1991[a]	1992[b]	1993[c]	1994[d]	1995[e]	**1996[f]**
National Guard	9.3 (0.8)	8.4 (0.9)	8.1 (0.8)	8.1 (0.6)	7.3 (0.3)	**8.3 (0.4)**
Reserves	15.9 (1.0)	15.0 (1.0)	13.7 (1.1)	13.4 (0.7)	13.6 (0.5)	**13.1 (0.6)**
	Females					
Propensity Measure	1991[g]	1992[h]	1993[i]	1994[j]	1995[k]	**1996[l]**
National Guard	3.8 (0.7)	3.2 (0.7)	3.3 (0.9)	2.9 (0.4)	3.7 (0.3)	**4.0 (0.3)**
Reserves	7.8 (1.2)	6.7 (1.1)	6.3 (1.0)	6.1 (0.7)	6.9 (0.4)	**6.9 (0.5)**

Note: Tabled values are percentages with standard errors in parentheses.

Males
[a]Estimates are based on 1,576 interviews.
[b]Estimates are based on 1,728 interviews.
[c]Estimates are based on 1,694 interviews.
[d]Estimates are based on 4,231 interviews.
[e]Estimates are based on 7,060 interviews.
[f]Estimates are based on 6,405 interviews.

Females
[g]Estimates are based on 824 interviews.
[h]Estimates are based on 960 interviews.
[i]Estimates are based on 854 interviews.
[j]Estimates are based on 2,303 interviews.
[k]Estimates are based on 3,723 interviews.
[l]Estimates are based on 3,798 interviews.

Source: Q402, Q505, and Q507.

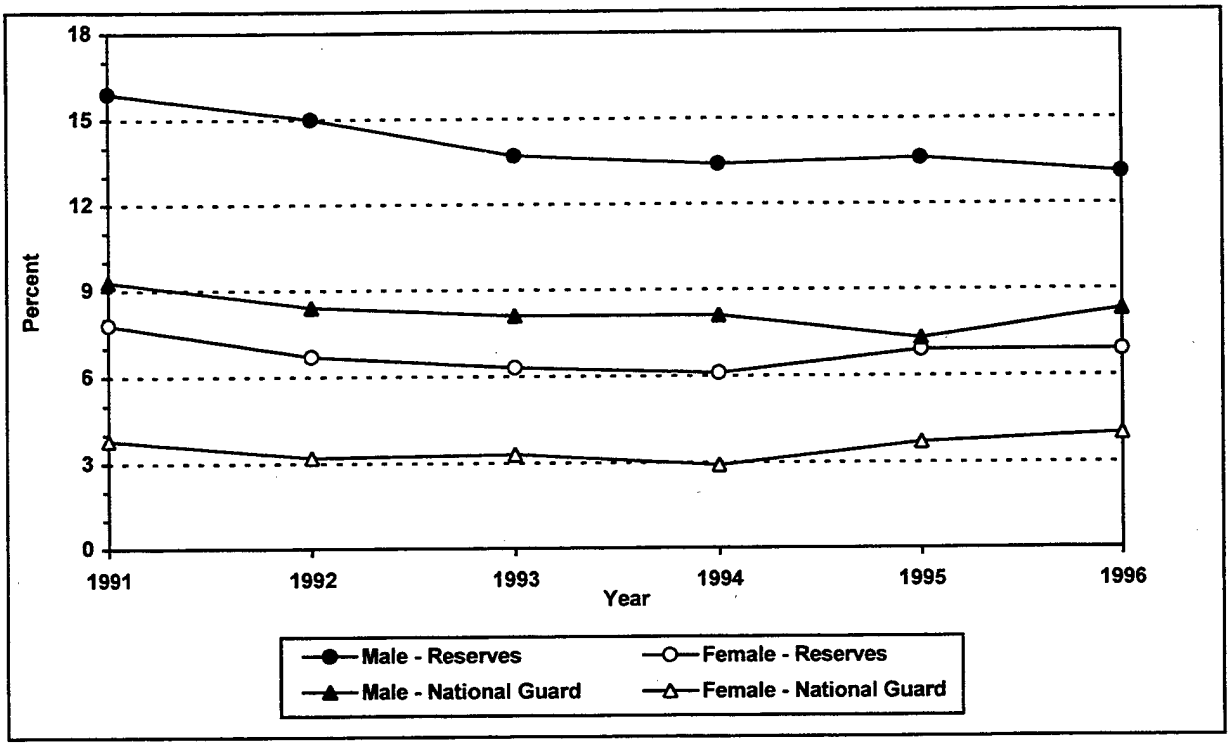

Figure 4-2. Fall 1996 YATS - Percent Positive National Guard and Reserve Propensity, by Gender, 1991-1996

Table 4-3 and Figures 4-3A and 4-3B present propensity trends for the specific National Guard and Reserve components. Among males interested in the National Guard, propensity is significantly higher toward the Army National Guard than the Air National Guard. Army National Guard propensity has increased significantly from 1994 to 1996 (4.5 percent to 5.5 percent), while propensity toward the Air National Guard has decreased significantly over that period from 3.4 percent to 2.5 percent. Because of these two diverging trends, the largest difference between Army and Air National Guard propensity during 1991 to 1996 was observed in 1996 (3.0 percent).

Propensity among males toward the five Reserve components was also highest for the Army Reserve. Propensity for the Army Reserve was significantly higher than propensity for the other four Reserve Services over this period (except 1992) even though it decreased significantly from its high of 6.1 percent in 1991 to its low of 4.3 percent in 1996.

Among females, Army National Guard propensity was higher than Air National Guard propensity in 1992, 1994, and 1996. (Differences in other years were not statistically significant.) In general, females indicate higher propensity for the Army and Air Force, though some comparisons are not statistically significant (e.g., in 1996, propensity for the Air Force Reserve was not significantly greater than for the Naval Reserve).

Table 4-3. Fall 1996 YATS - Percent Positive Service-Specific National Guard and Reserve Propensity, by Gender, 1991-1996

	Males					
Propensity Measure	1991[a]	1992[b]	1993[c]	1994[d]	1995[e]	**1996[f]**
National Guard	9.3 (0.8)	8.4 (0.9)	8.1 (0.8)	8.1 (0.6)	7.3 (0.3)	**8.3 (0.4)**
Army National Guard	5.9 (0.8)	5.1 (0.7)	4.5 (0.6)	4.5 (0.4)	4.6 (0.3)	**5.5 (0.3)**
Air National Guard	3.1 (0.5)	3.1 (0.5)	2.9 (0.5)	3.4 (0.4)	2.5 (0.2)	**2.5 (0.2)**
Reserves	15.9 (1.0)	15.0 (1.0)	13.7 (1.1)	13.4 (0.7)	13.6 (0.5)	**13.1 (0.6)**
Army Reserve	6.1 (0.7)	4.7 (0.6)	5.2 (0.7)	4.4 (0.4)	4.6 (0.4)	**4.3 (0.3)**
Naval Reserve	2.1 (0.4)	1.9 (0.3)	1.6 (0.3)	2.0 (0.3)	2.1 (0.2)	**1.8 (0.2)**
Marine Corps Reserve	2.7 (0.5)	3.7 (0.5)	1.9 (0.4)	2.4 (0.3)	2.6 (0.2)	**2.6 (0.3)**
Air Force Reserve	3.3 (0.5)	3.2 (0.5)	2.7 (0.4)	3.1 (0.3)	2.7 (0.2)	**3.0 (0.2)**
Coast Guard Reserve	1.2 (0.3)	1.2 (0.3)	1.4 (0.3)	1.1 (0.2)	1.4 (0.2)	**1.3 (0.2)**

	Females					
Propensity Measure	1991[g]	1992[h]	1993[i]	1994[j]	1995[k]	**1996[l]**
National Guard	3.8 (0.7)	3.2 (0.7)	3.3 (0.9)	2.9 (0.4)	3.7 (0.3)	**4.0 (0.3)**
Army National Guard	2.0 (0.5)	2.5 (0.6)	1.5 (0.5)	1.8 (0.3)	2.1 (0.3)	**2.3 (0.3)**
Air National Guard	1.3 (0.5)	0.6 (0.3)	1.6 (0.6)	1.0 (0.2)	1.6 (0.2)	**1.5 (0.2)**
Reserves	7.8 (1.2)	6.7 (1.1)	6.3 (1.0)	6.1 (0.7)	6.9 (0.4)	**6.9 (0.5)**
Army Reserve	2.2 (0.6)	2.7 (0.7)	2.3 (0.8)	2.0 (0.3)	2.3 (0.3)	**2.4 (0.3)**
Naval Reserve	1.7 (0.7)	1.5 (0.5)	0.7 (0.3)	0.6 (0.2)	1.1 (0.2)	**1.2 (0.2)**
Marine Corps Reserve	0.1 (0.1)	0.1 (0.1)	0.7 (0.3)	0.9 (0.3)	0.7 (0.1)	**0.8 (0.2)**
Air Force Reserve	3.4 (1.0)	1.6 (0.4)	1.8 (0.6)	1.9 (0.4)	1.9 (0.3)	**1.8 (0.3)**
Coast Guard Reserve	0.3 (0.2)	0.7 (0.3)	0.6 (0.3)	0.6 (0.2)	0.7 (0.1)	**0.6 (0.1)**

Note: Tabled values are percentages with standard errors in parentheses.

Males

[a]Estimates are based on 1,576 interviews.
[b]Estimates are based on 1,728 interviews.
[c]Estimates are based on 1,694 interviews.
[d]Estimates are based on 4,231 interviews.
[e]Estimates are based on 7,060 interviews.
[f]Estimates are based on 6,405 interviews.

Females

[g]Estimates are based on 824 interviews.
[h]Estimates are based on 960 interviews.
[i]Estimates are based on 854 interviews.
[j]Estimates are based on 2,303 interviews.
[k]Estimates are based on 3,723 interviews.
[l]Estimates are based on 3,798 interviews.

Source: Q402, Q506, and Q508.

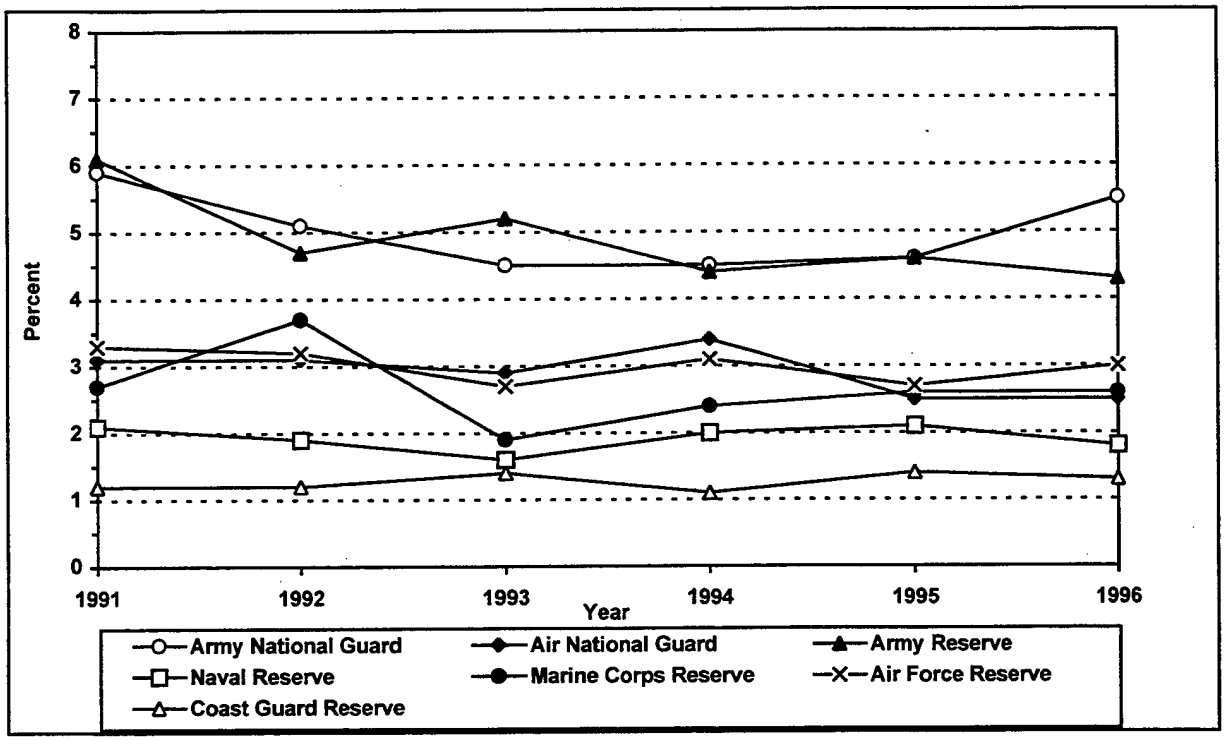

Figure 4-3A. Fall 1996 YATS - Percent Positive Service-Specific National Guard and Reserve Propensity Among Males, 1991-1996

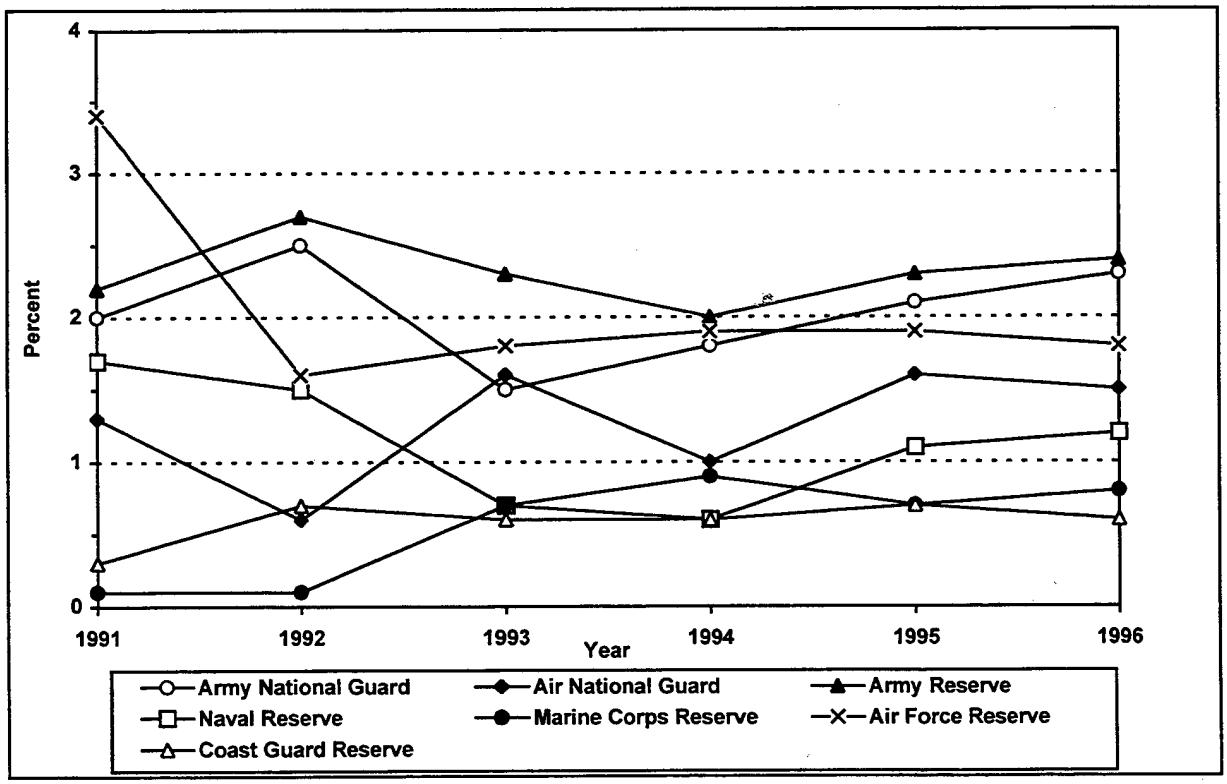

Figure 4-3B. Fall 1996 YATS - Percent Positive Service-Specific National Guard and Reserve Propensity Among Females, 1991-1996

Demographic Correlates of Reserve Propensity: 1996

Reserve Propensity and Age

Table 4-4 and Figures 4-4A through 4-4D present propensity by gender and age for 1996. (Estimates in the table are presented by four age groups and estimates in the figures are displayed by single year of age.) Overall, Reserve composite propensity is almost twice as high for males (16.3 percent) as for females (8.6 percent). For both males and females, Reserve composite propensity is significantly lower than active composite propensity in 1996. Reserve composite propensity is significantly lower than active composite propensity for the two youngest groups of males (16-17 and 18-19 year-olds) and the youngest group of females (16-17 year-olds).

National Guard and Reserve propensity are also included in Table 4-4 and illustrated in Figures 4-4C (males) and 4-4D (females). Reserve propensity is significantly higher than National Guard propensity for all age groups among males. Reserve propensity is also significantly higher than National Guard propensity among females for all age groups except 20-21 year-olds.

Table 4-5 and Figures 4-5A through 4-5D present propensity estimates for the components which make up the National Guard and Reserves. As found in previous years, males of every age have higher Army National Guard propensity than Air National Guard propensity. For females, propensity for the Army National Guard (2.3 percent) is significantly higher than that for Air National Guard (1.5 percent), a difference driven by the younger 16-17 year-old females

In terms of Service-specific Reserve propensity, Army Reserve propensity (4.3 percent) is significantly higher than propensity for any other Reserve Service among males. For females, propensity for the Army Reserve (2.4 percent) is significantly higher than propensity for all other Services except for the Air Force Reserve (1.8 percent).

Table 4-4. Fall 1996 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by Gender and Age

Propensity Measure	Males				
	16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]
Composite					
Active	34.2 (1.0)	22.3 (1.2)	16.6 (1.2)	11.3 (0.9)	20.7 (0.5)
Reserve	24.8 (1.1)	17.1 (1.1)	14.0 (1.2)	10.5 (0.9)	16.3 (0.6)
National Guard	11.8 (0.6)	8.2 (0.9)	7.9 (0.8)	5.8 (0.6)	8.3 (0.4)
Reserves	19.5 (1.0)	13.9 (1.0)	11.6 (1.1)	8.6 (0.9)	13.1 (0.6)

Propensity Measure	Females				
	16-17 Year-Olds[f]	18-19 Year-Olds[g]	20-21 Year-Olds[h]	22-24 Year-Olds[i]	Total[j]
Composite					
Active	19.3 (1.3)	12.5 (1.4)	6.7 (1.1)	5.7 (0.9)	10.6 (0.5)
Reserve	14.9 (1.3)	11.2 (1.1)	5.5 (1.1)	4.2 (0.9)	8.6 (0.5)
National Guard	7.3 (1.0)	5.2 (0.9)	2.6 (0.9)	1.6 (0.6)	4.0 (0.3)
Reserves	11.9 (1.2)	8.7 (1.0)	4.6 (0.9)	3.6 (0.7)	6.9 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

Males

[a]Estimates are based on 2,059 interviews.
[b]Estimates are based on 1,507 interviews.
[c]Estimates are based on 1,271 interviews.
[d]Estimates are based on 1,568 interviews.
[e]Estimates are based on 6,405 interviews.

Females

[f]Estimates are based on 1,186 interviews.
[g]Estimates are based on 884 interviews.
[h]Estimates are based on 758 interviews.
[i]Estimates are based on 970 interviews.
[j]Estimates are based on 3,798 interviews.

Source: Q402, CALCAGE, APPOSNEG, RPPOSNEG, Q505, and Q507

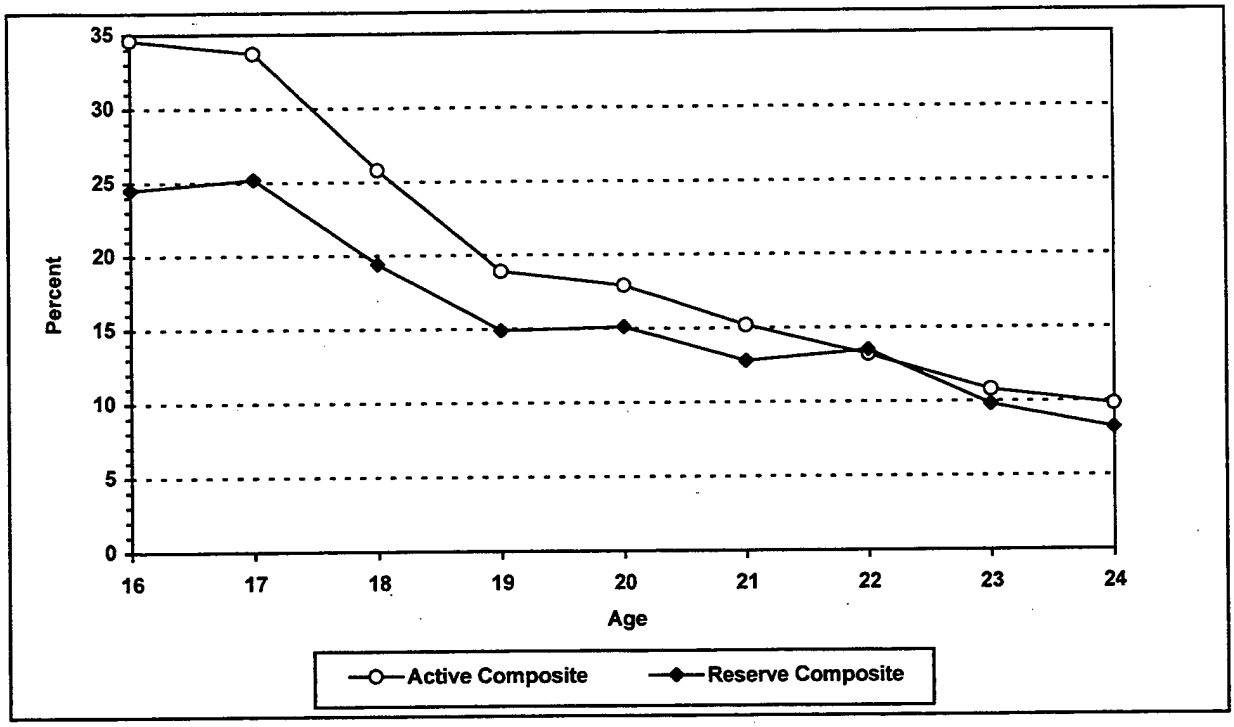

Figure 4-4A. Fall 1996 YATS - Percent Positive Active and Reserve Composite Propensity Among Males, by Single Year of Age

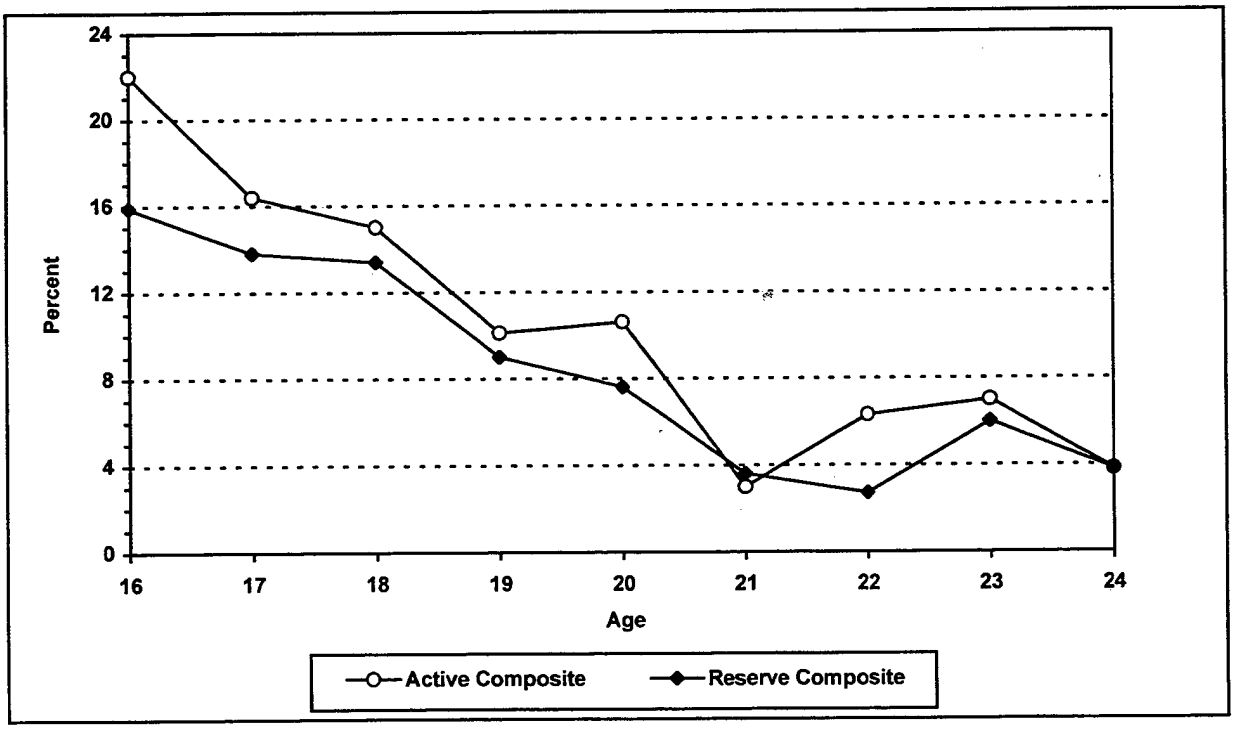

Figure 4-4B. Fall 1996 YATS - Percent Positive Active and Reserve Composite Propensity Among Females, by Single Year of Age

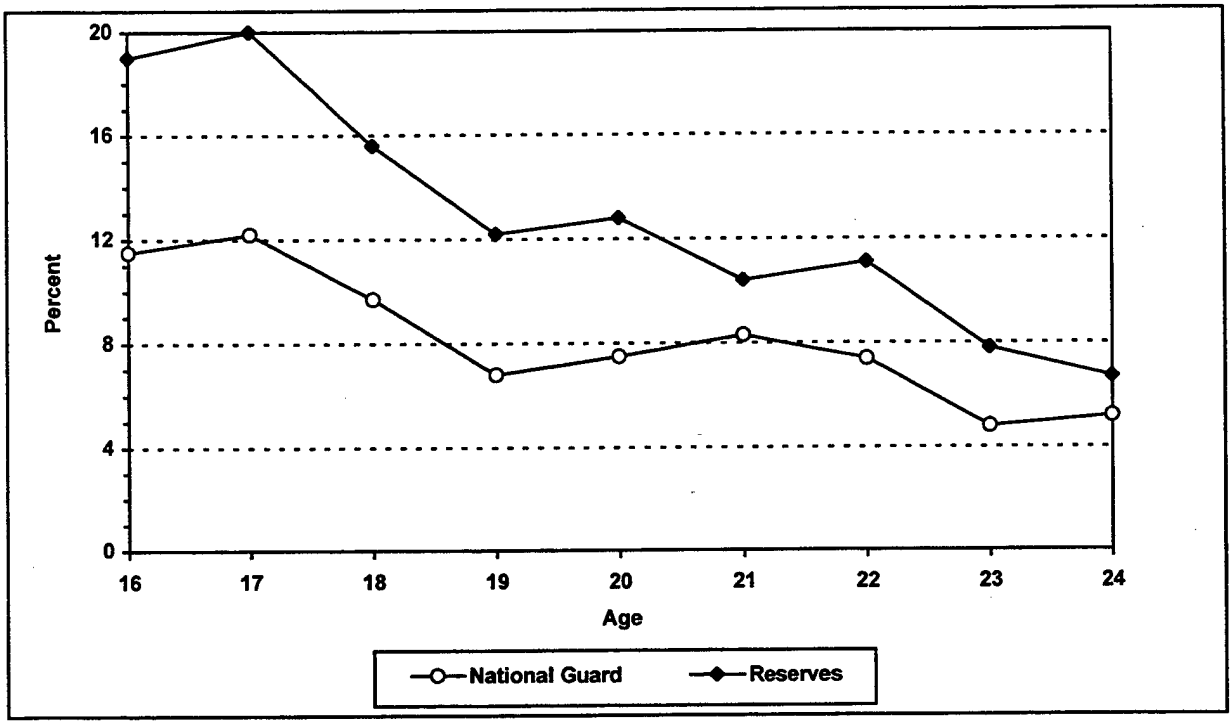

Figure 4-4C. Fall 1996 YATS - Percent Positive National Guard and Reserve Propensity Among Males, by Single Year of Age

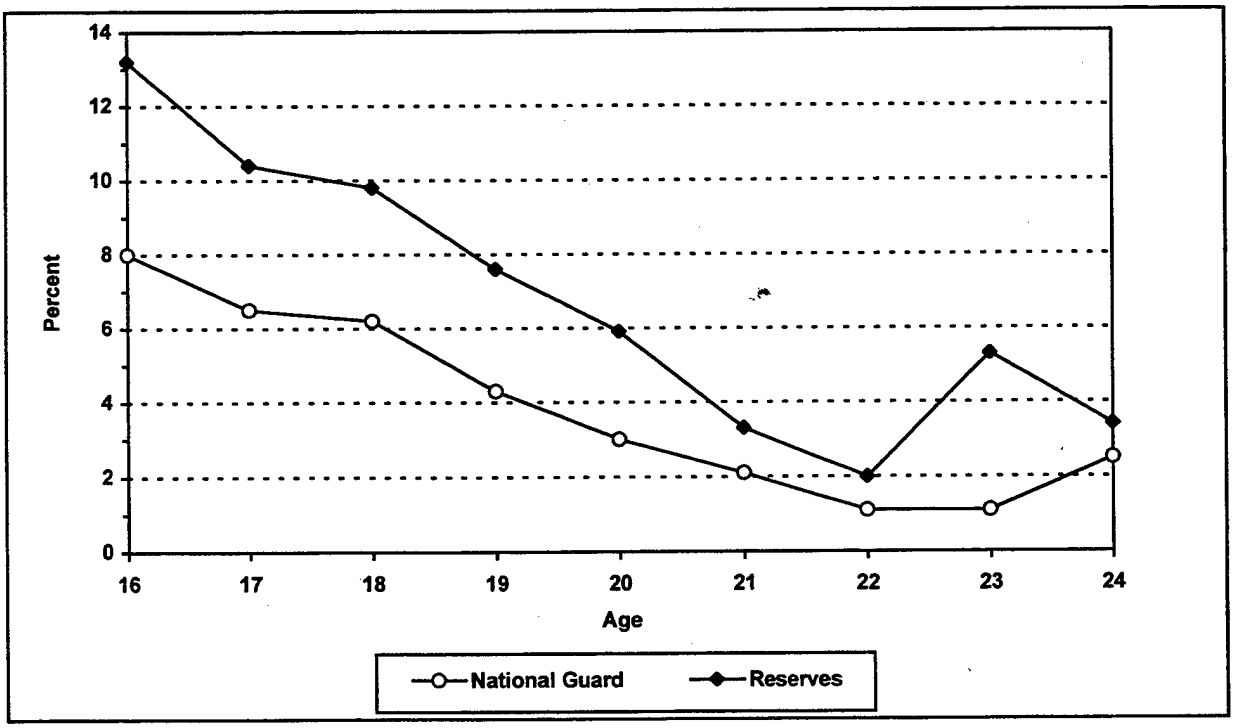

Figure 4-4D. Fall 1996 YATS - Percent Positive National Guard and Reserve Propensity Among Females, by Single Year of Age

Table 4-5. Fall 1996 YATS - Percent Positive National Guard and Reserve Propensity, by Gender and Age

Propensity Measure	Males: 16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]
National Guard	11.8 (0.6)	8.2 (0.9)	7.9 (0.8)	5.8 (0.6)	8.3 (0.4)
Army National Guard	8.0 (0.5)	5.7 (0.8)	5.2 (0.7)	3.6 (0.5)	5.5 (0.3)
Air National Guard	3.6 (0.5)	2.3 (0.4)	2.4 (0.5)	1.9 (0.4)	2.5 (0.2)
Reserves	19.5 (1.0)	13.9 (1.0)	11.6 (1.1)	8.6 (0.9)	13.1 (0.6)
Army Reserve	5.7 (0.6)	4.8 (0.6)	3.8 (0.6)	3.0 (0.5)	4.3 (0.3)
Naval Reserve	2.8 (0.4)	1.6 (0.4)	2.4 (0.5)	0.7 (0.2)	1.8 (0.2)
Marine Corps Reserve	4.5 (0.5)	2.3 (0.5)	2.1 (0.5)	1.7 (0.4)	2.6 (0.3)
Air Force Reserve	4.3 (0.5)	3.5 (0.6)	2.1 (0.4)	2.1 (0.4)	3.0 (0.2)
Coast Guard Reserve	1.6 (0.3)	1.6 (0.4)	1.0 (0.3)	1.0 (0.3)	1.3 (0.2)

Propensity Measure	Females: 16-17 Year-Olds[f]	18-19 Year-Olds[g]	20-21 Year-Olds[h]	22-24 Year-Olds[i]	Total[j]
National Guard	7.3 (1.0)	5.2 (0.9)	2.6 (0.8)	1.6 (0.6)	4.0 (0.3)
Army National Guard	4.7 (0.8)	2.7 (0.6)	1.7 (0.7)	0.8 (0.4)	2.3 (0.3)
Air National Guard	2.4 (0.6)	2.5 (0.6)	0.7 (0.4)	0.8 (0.3)	1.5 (0.2)
Reserves	11.9 (1.2)	8.7 (1.0)	4.6 (0.9)	3.6 (0.7)	6.9 (0.5)
Army Reserve	4.3 (0.7)	2.7 (0.7)	1.5 (0.5)	1.4 (0.4)	2.4 (0.3)
Naval Reserve	2.0 (0.4)	2.1 (0.6)	0.8 (0.4)	0.1 (0.1)	1.2 (0.2)
Marine Corps Reserve	1.5 (0.4)	0.5 (0.3)	0.6 (0.3)	0.7 (0.3)	0.8 (0.2)
Air Force Reserve	3.2 (0.6)	2.4 (0.6)	1.2 (0.5)	0.9 (0.3)	1.8 (0.3)
Coast Guard Reserve	0.7 (0.3)	1.0 (0.4)	0.3 (0.2)	0.3 (0.3)	0.6 (0.1)

Note: Tabled values are percentages with standard errors in parentheses.

Males

[a]Estimates are based on 2,059 interviews.
[b]Estimates are based on 1,507 interviews.
[c]Estimates are based on 1,271 interviews.
[d]Estimates are based on 1,568 interviews.
[e]Estimates are based on 6,405 interviews.

Females

[f]Estimates are based on 1,186 interviews.
[g]Estimates are based on 884 interviews.
[h]Estimates are based on 758 interviews.
[i]Estimates are based on 970 interviews.
[j]Estimates are based on 3,798 interviews.

Source: Q402, CALCAGE, and Q505-Q508.

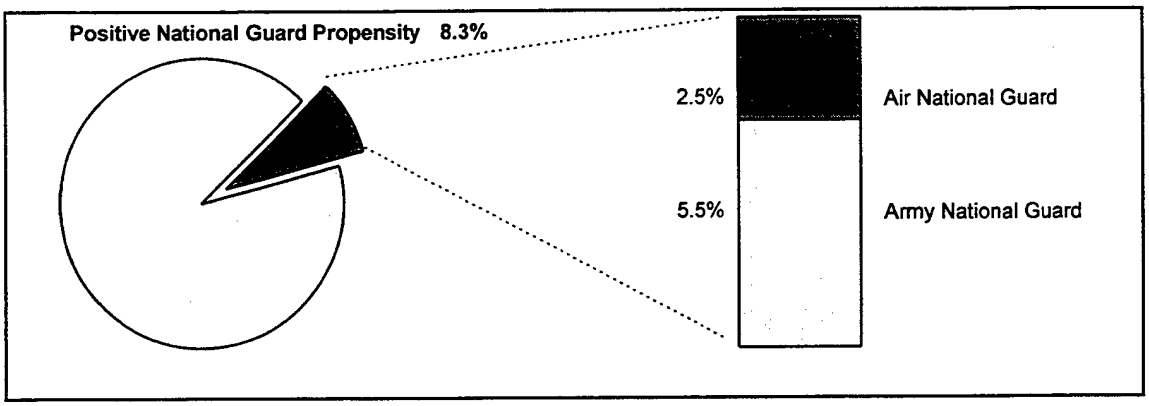

Figure 4-5A. Fall 1996 YATS - National Guard Propensity Among Males

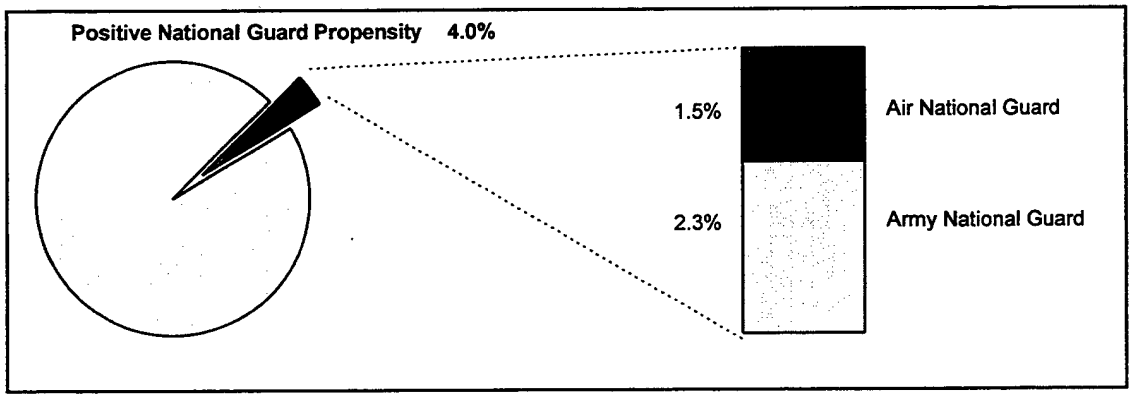

Figure 4-5B. Fall 1996 YATS - National Guard Propensity Among Females

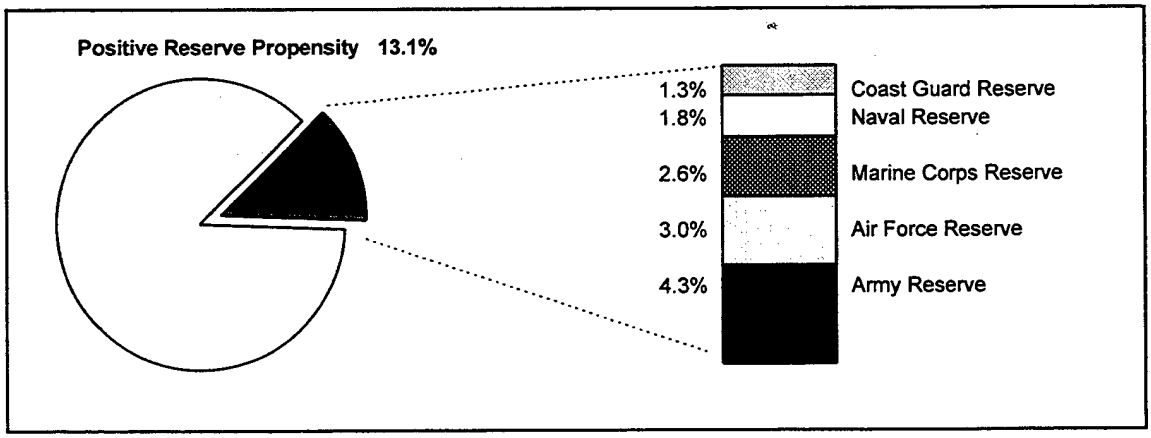

Figure 4-5C. Fall 1996 YATS - Reserve Propensity Among Males

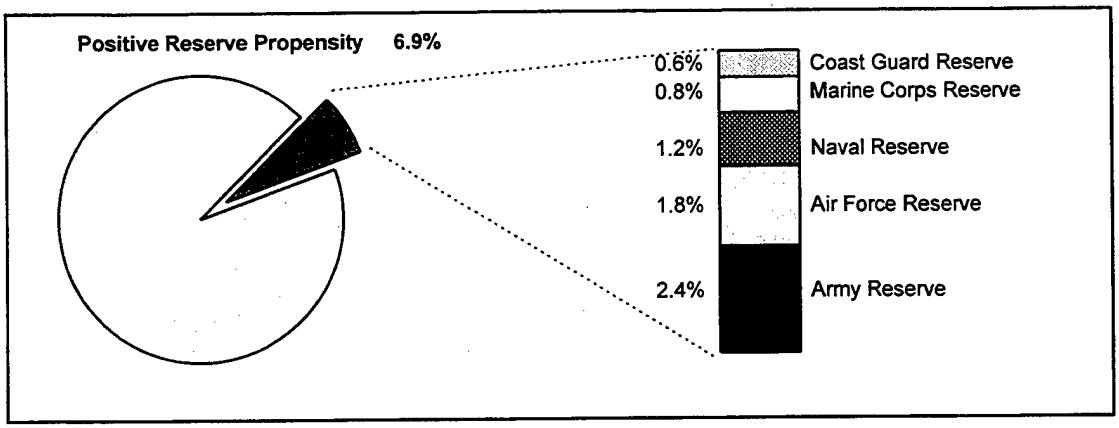

Figure 4-5D. Fall 1996 YATS - Reserve Propensity Among Females

Reserve Propensity and School Status

Table 4-6 presents propensity by school status for male and female youth. The table groups the youths' educational status into two categories, students and non-students. These data are displayed graphically in Figures 4-6A and 4-6B. A well-established relationship between school status and propensity continues in 1996. As level of education increases within both groups of students and non-students, propensity decreases. This relationship occurs for active and Reserve composite propensity as well as National Guard and Reserve propensity.

Table 4-6. Fall 1996 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by School Status and Gender

Propensity Measure	School Status: Students			School Status: Non-Students				
	Non-Senior High School Student[a]	High School Senior[b]	Post-secondary/ Graduate Student[c]	Non-Completer[d]	High School Graduate[e]	Some College[f]	College Graduate[g]	Total[h]
Males								
Composite								
Active	39.1 (1.2)	29.6 (1.9)	9.3 (0.7)	28.4 (1.9)	16.2 (1.0)	8.8 (1.5)	3.6 (1.1)	20.7 (0.5)
Reserve	27.8 (1.3)	22.5 (1.6)	8.4 (0.6)	21.8 (1.8)	14.3 (1.2)	7.9 (1.3)	3.6 (1.2)	16.3 (0.6)
National Guard	14.2 (1.0)	10.4 (1.1)	3.6 (0.4)	13.3 (1.4)	6.7 (0.8)	4.2 (0.9)	2.4 (1.0)	8.3 (0.4)
Reserves	21.8 (1.3)	18.8 (1.5)	7.4 (0.6)	16.7 (1.8)	11.1 (1.1)	7.1 (1.2)	2.8 (1.0)	13.1 (0.6)
Females								
Composite								
Active	25.2 (2.0)	17.3 (2.0)	4.1 (0.6)	14.5 (2.3)	8.5 (1.2)	3.6 (1.1)	3.1 (1.3)	10.6 (0.5)
Reserve	18.2 (1.9)	14.6 (1.9)	4.1 (0.6)	10.7 (2.2)	7.3 (1.3)	4.0 (1.3)	0.8 (0.8)	8.6 (0.5)
National Guard	10.1 (1.5)	6.4 (1.4)	1.5 (0.3)	4.4 (1.4)	3.8 (1.1)	1.3 (0.7)	0.0 (NA)	4.0 (0.3)
Reserves	13.6 (1.9)	11.8 (1.7)	3.7 (0.6)	9.0 (1.9)	5.5 (1.2)	4.0 (1.3)	0.8 (0.8)	6.9 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

Males

[a]Estimates are based on 1,365 interviews.
[b]Estimates are based on 811 interviews.
[c]Estimates are based on 1,912 interviews.
[d]Estimates are based on 690 interviews.
[e]Estimates are based on 939 interviews.
[f]Estimates are based on 405 interviews.
[g]Estimates are based on 256 interviews.
[h]Estimates are based on 6,405 interviews.

Females

[a]Estimates are based on 683 interviews.
[b]Estimates are based on 526 interviews.
[c]Estimates are based on 1,297 interviews.
[d]Estimates are based on 307 interviews.
[e]Estimates are based on 498 interviews.
[f]Estimates are based on 287 interviews.
[g]Estimates are based on 181 interviews.
[h]Estimates are based on 3,798 interviews.

Source: Q402, APPOSNEG, RPPOSNEG, Q505, Q507, Q404A, Q407C, Q408C, and SCHOOLST.

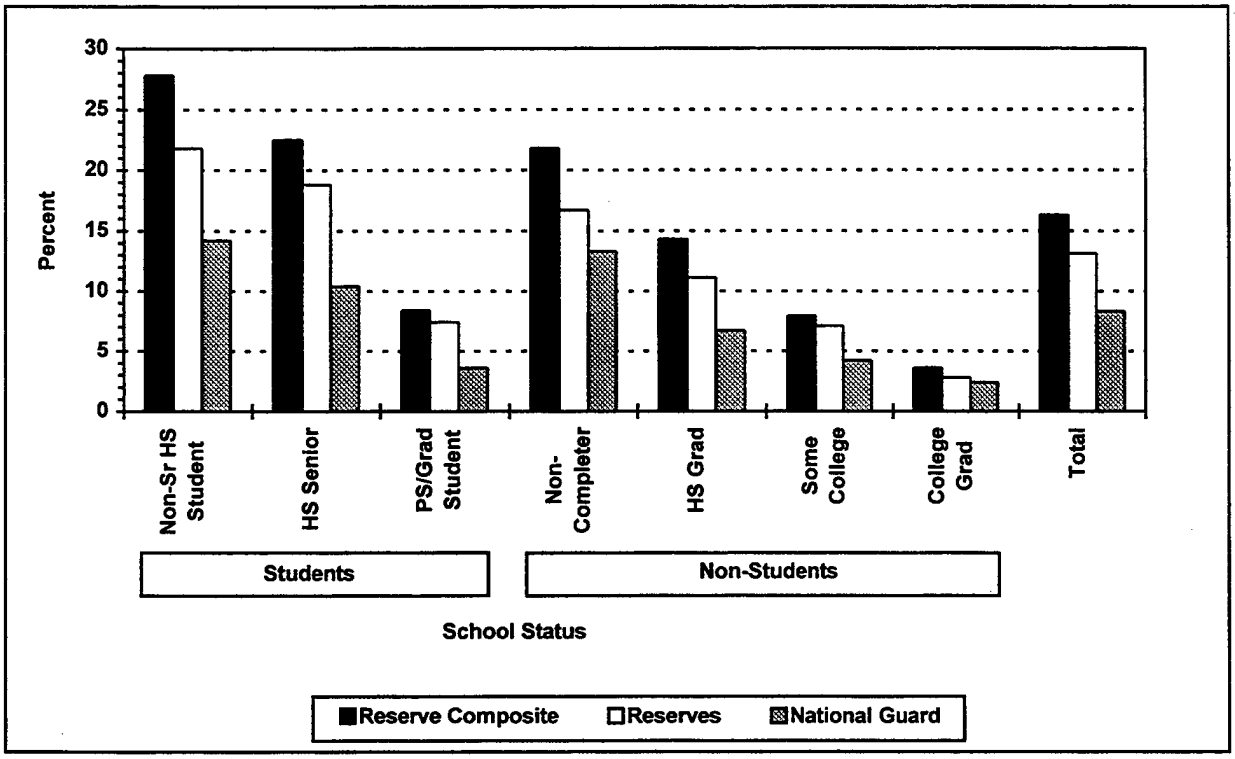

Figure 4-6A. Fall 1996 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Males, by School Status

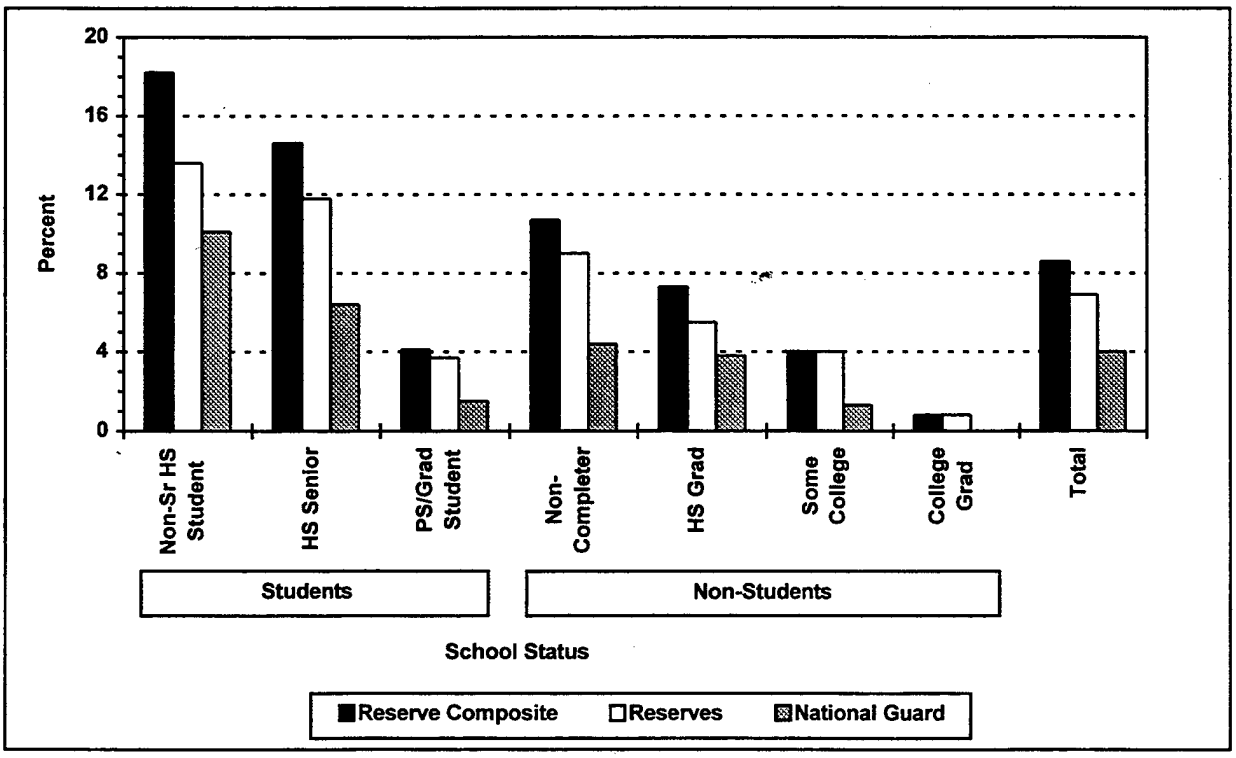

Figure 4-6B. Fall 1996 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Females, by School Status

Reserve Propensity by Employment and School Status

Table 4-7 presents Reserve composite propensity by employment and school status. These data are displayed in Figures 4-7A (males) and 4-7B (females). In terms of the employment status of males, propensity is highest among those who are not employed but looking for work (26.9 percent) and lowest among those who are not employed and not looking for work (11.0 percent). Among males who are not employed but looking for work, propensity is highest among high school students (35.0 percent). For females, propensity is highest among those who are not employed but looking for work (17.4 percent), similar to males. No significant differences appeared among females who were either employed (7.0 percent) or not employed and not looking for work (6.0 percent). Estimates for several small groups of high school graduates and youth with some college were not presented because they were not considered reliable.

Table 4-7. Fall 1996 YATS - Percent Positive Reserve Composite Propensity Among Males and Females, by Employment and School Status

	Males				
Employment Status	High School Students[a]	High School Graduates[b]	Some College[c]	Postsecondary/ Graduate Students[d]	Total[e]
Employed	25.5 (1.6)	14.0 (1.3)	7.4 (1.4)	8.5 (0.8)	14.8 (0.7)
Not employed, looking	35.0 (2.0)	18.1 (4.3)	--	12.8 (2.4)	26.9 (1.6)
Not employed, not looking	14.9 (1.5)	--	--	6.3 (1.0)	11.0 (1.1)
Total	25.6 (1.1)	14.3 (1.2)	7.9 (1.3)	8.4 (0.6)	16.3 (0.6)

	Females				
Employment Status	High School Students[f]	High School Graduates[g]	Some College[h]	Postsecondary/ Graduate Students[i]	Total[j]
Employed	17.2 (2.0)	6.1 (1.4)	4.5 (1.5)	3.8 (0.6)	7.0 (0.6)
Not employed, looking	21.9 (3.0)	--	--	9.8 (3.0)	17.4 (1.8)
Not employed, not looking	9.4 (1.7)	3.2 (1.9)	0.0 (NA)	2.6 (0.9)	6.0 (0.9)
Total	16.5 (1.4)	7.3 (1.3)	4.0 (1.3)	4.1 (0.6)	8.6 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

(--) Indicates cell size is so small that standard error estimate is not reliable.

Males

[a]Estimates are based on 2,176 interviews.
[b]Estimates are based on 939 interviews.
[c]Estimates are based on 405 interviews.
[d]Estimates are based on 1,912 interviews.
[e]Estimates are based on 6,405 interviews.

Females

[f]Estimates are based on 1,209 interviews.
[g]Estimates are based on 498 interviews.
[h]Estimates are based on 287 interviews.
[i]Estimates are based on 1,297 interviews.
[j]Estimates are based on 3,798 interviews.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q416, Q417, and RPPOSNEG.

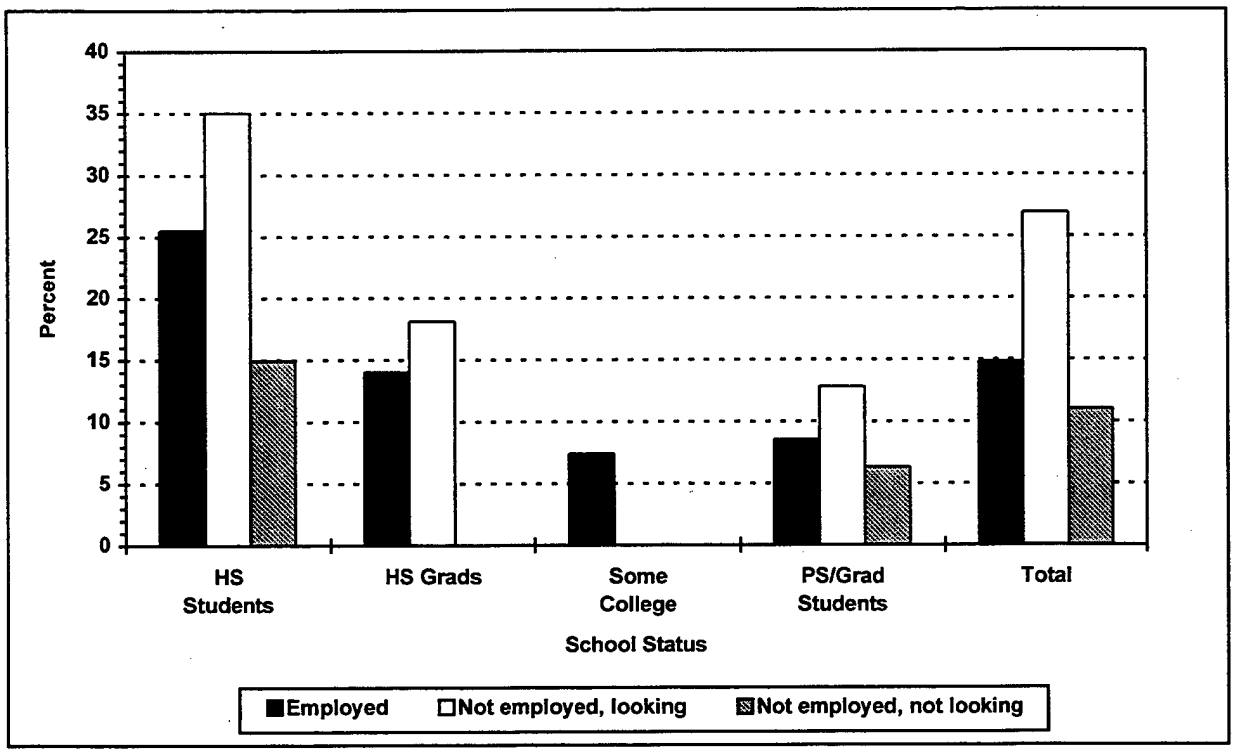

Figure 4-7A. Fall 1996 YATS - Percent Positive Reserve Composite Propensity Among Males, by Employment and School Status

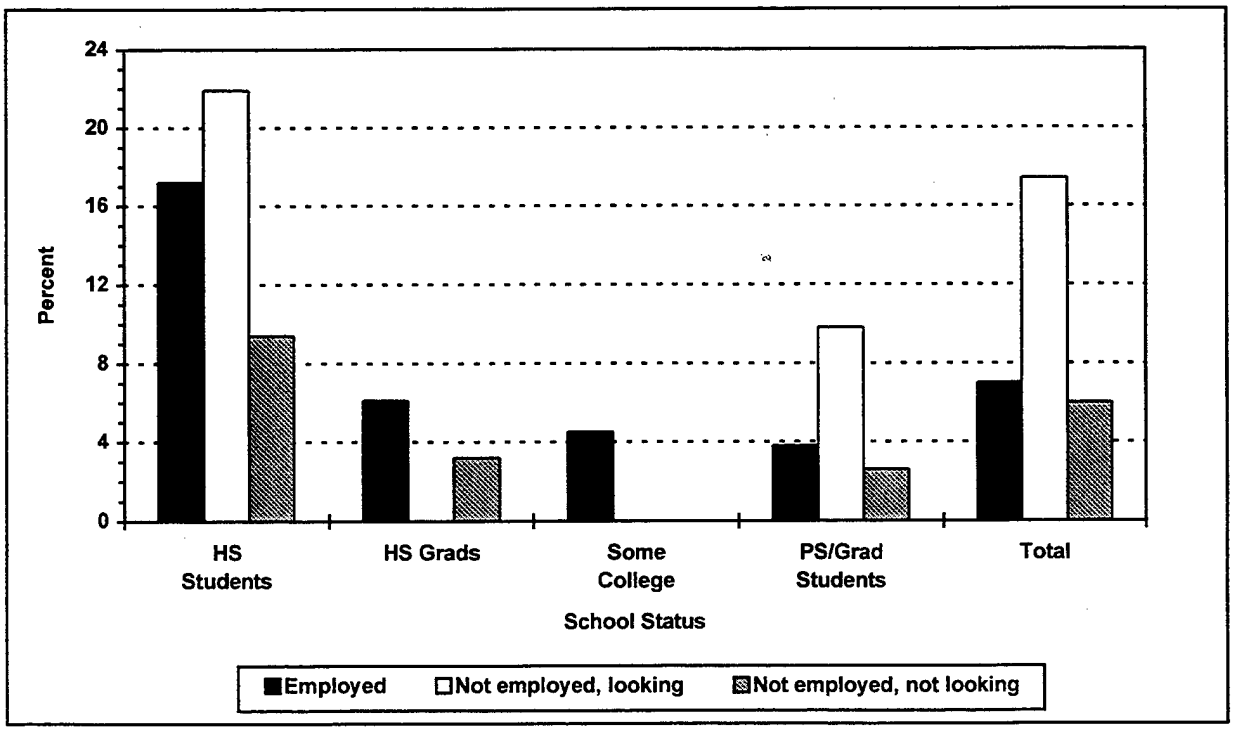

Figure 4-7B. Fall 1996 YATS - Percent Positive Reserve Composite Propensity Among Females, by Employment and School Status

Reserve Propensity and Race/Ethnicity

Table 4-8 and Figures 4-8A and 4-8B present propensity by race/ethnicity and gender. Among males, Reserve composite propensity among blacks (25.3 percent) and Hispanics (30.3 percent) is more than twice that found among whites (11.8 percent). Among females, Reserve composite propensity for blacks (17.9 percent) and Hispanics (15.4 percent) is more than three times that expressed by whites (5.0 percent). There is no significant difference in Reserve composite propensity between blacks and Hispanics among either males or females.

Propensity for the National Guard and Reserves are also higher among black and Hispanic youth than whites, although differences between black and Hispanic youth were only observed among males. National Guard propensity is significantly higher among Hispanic males (17.9 percent) than black males (12.3 percent), while propensity toward the Reserves is similar among these two racial groups. Differences between black and Hispanic females for National Guard and Reserve propensity were not statistically significant.

Table 4-8. Fall 1996 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by Gender and Race/Ethnicity

	Males			
Propensity Measure	White[a]	Black[b]	Hispanic[c]	Total[d]
Composite				
Active	15.2 (0.5)	27.5 (2.0)	39.3 (2.3)	20.7 (0.5)
Reserve	11.8 (0.5)	25.3 (2.1)	30.3 (2.1)	16.3 (0.6)
National Guard	5.4 (0.3)	12.3 (1.5)	17.9 (1.7)	8.3 (0.4)
Reserves	9.6 (0.5)	20.6 (1.8)	24.1 (1.9)	13.1 (0.6)
	Females			
Propensity Measure	White[e]	Black[f]	Hispanic[g]	Total[h]
Composite				
Active	6.4 (0.4)	18.9 (1.9)	20.7 (2.3)	10.6 (0.5)
Reserve	5.0 (0.4)	17.9 (1.9)	15.4 (2.0)	8.6 (0.5)
National Guard	1.7 (0.2)	9.9 (1.4)	8.0 (1.5)	4.0 (0.3)
Reserves	4.2 (0.4)	15.2 (1.8)	10.7 (1.6)	6.9 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

Males
[a]Estimates are based on 4,511 interviews.
[b]Estimates are based on 645 interviews.
[c]Estimates are based on 697 interviews.
[d]Estimates are based on 6,405 interviews.

Females
[e]Estimates are based on 2,625 interviews.
[f]Estimates are based on 449 interviews.
[g]Estimates are based on 428 interviews.
[h]Estimates are based on 3,798 interviews.

Source: Q402, APPOSNEG, RPPOSNEG, Q505, Q507, Q714, and Q715.

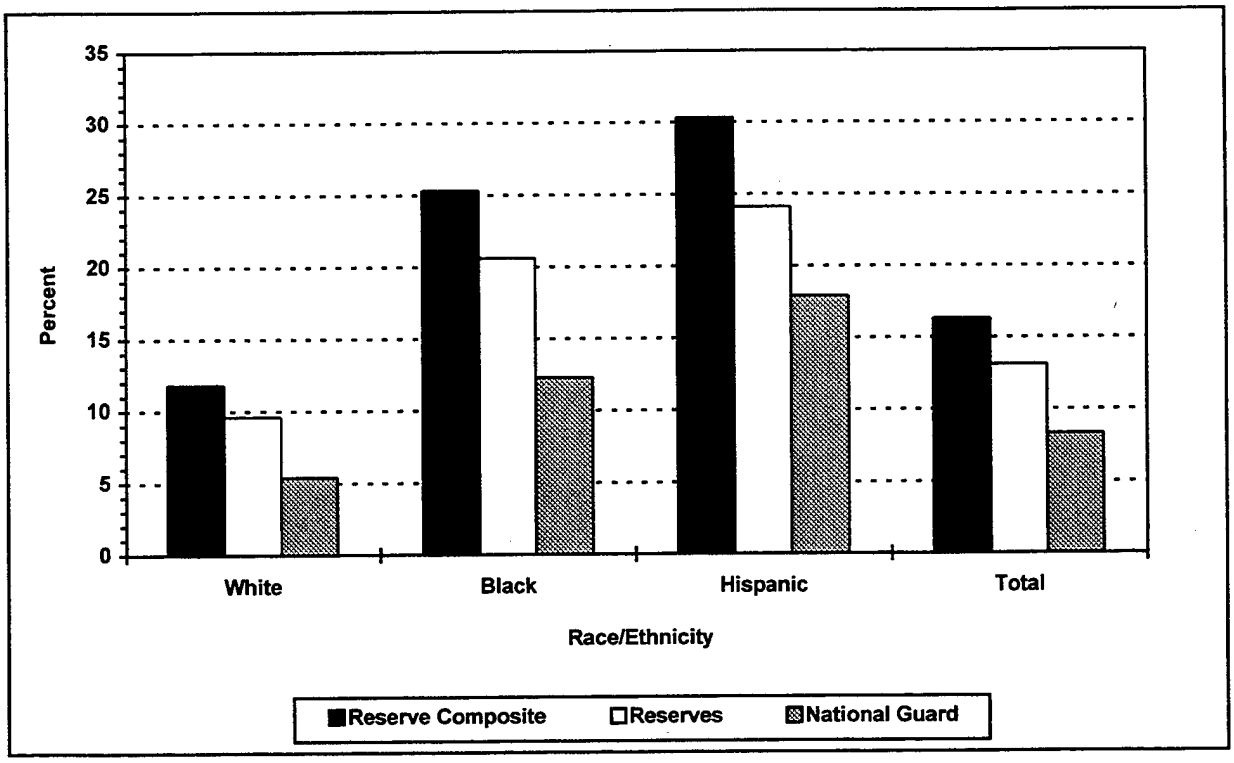

Figure 4-8A. Fall 1996 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Males, by Race/Ethnicity

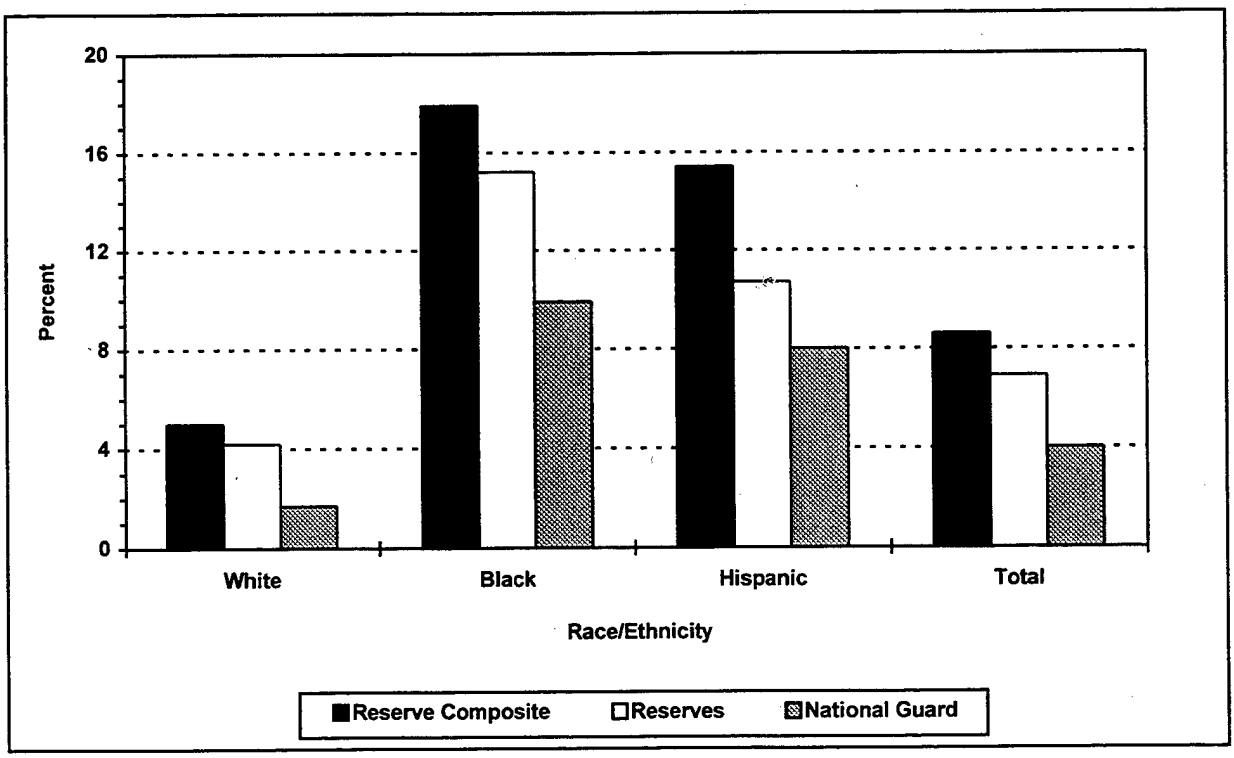

Figure 4-8B. Fall 1996 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Females, by Race/Ethnicity

Reserve Propensity and Region

Table 4-9 and Figures 4-9A and 4-9B present propensity by region of residence for males and females. Reserve composite propensity is significantly lower for males in the North Central region (11.7 percent) than for males in any other region. A similar propensity pattern is evident for the Reserves, but not for the National Guard. Males from the South (9.9 percent) and West (9.4 percent) express significantly higher National Guard propensity than those from the North Central (6.1 percent) and Northeast (6.9 percent) regions.

The pattern for females differs from that found for males. Females from the South express higher levels of Reserve composite, National Guard, and Reserve propensity than those from the North Central region. Females from the South also express higher levels of Reserve propensity than females from the West.

Table 4-9. Fall 1996 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by Gender and Region

	Males				
Propensity Measure	Northeast[a]	North Central[b]	South[c]	West[d]	Total[e]
Composite					
Active	21.2 (1.3)	15.5 (0.9)	23.2 (0.8)	21.9 (1.5)	20.7 (0.5)
Reserve	16.1 (1.6)	11.7 (0.9)	19.1 (1.0)	17.3 (1.4)	16.3 (0.6)
National Guard	6.9 (0.9)	6.1 (0.6)	9.9 (0.6)	9.4 (0.9)	8.3 (0.4)
Reserves	13.5 (1.5)	9.4 (0.7)	15.2 (0.9)	13.7 (1.2)	13.1 (0.6)

	Females				
Propensity Measure	Northeast[f]	North Central[g]	South[h]	West[i]	Total[j]
Composite					
Active	9.6 (1.2)	8.4 (0.8)	12.0 (0.9)	11.9 (1.3)	10.6 (0.5)
Reserve	8.1 (1.1)	7.1 (0.8)	10.3 (1.0)	7.7 (1.1)	8.6 (0.5)
National Guard	4.1 (0.9)	2.7 (0.6)	5.1 (0.7)	3.4 (0.8)	4.0 (0.3)
Reserves	6.7 (1.0)	5.8 (0.7)	8.7 (0.9)	5.4 (0.9)	6.9 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

Males

[a]Estimates are based on 1,180 interviews.
[b]Estimates are based on 1,606 interviews.
[c]Estimates are based on 2,217 interviews.
[d]Estimates are based on 1,402 interviews.
[e]Estimates are based on 6,405 interviews.

Females

[f]Estimates are based on 702 interviews.
[f]Estimates are based on 969 interviews.
[h]Estimates are based on 1,335 interviews.
[i]Estimates are based on 792 interviews.
[j]Estimates are based on 3,798 interviews.

Source: Q402, APPOSNEG, RPPOSNEG, Q505, Q507, and REGION.

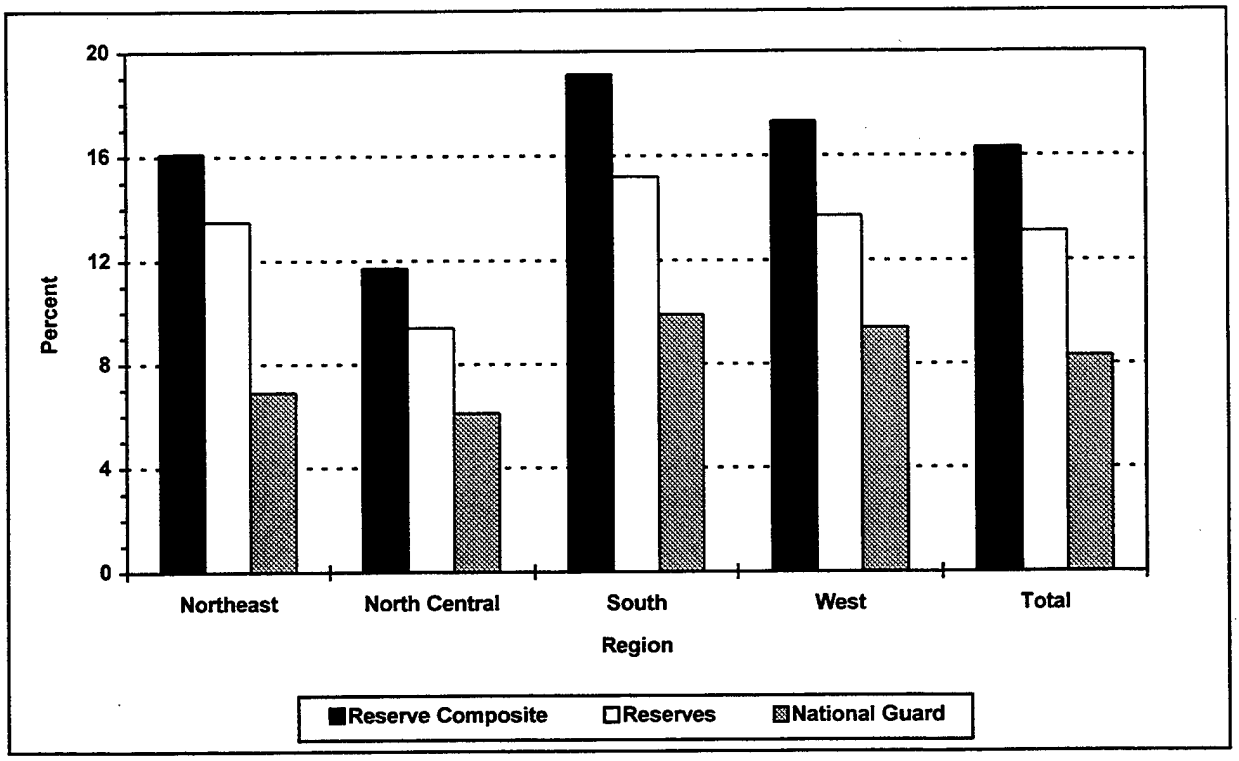

Figure 4-9A. Fall 1996 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Males, by Region

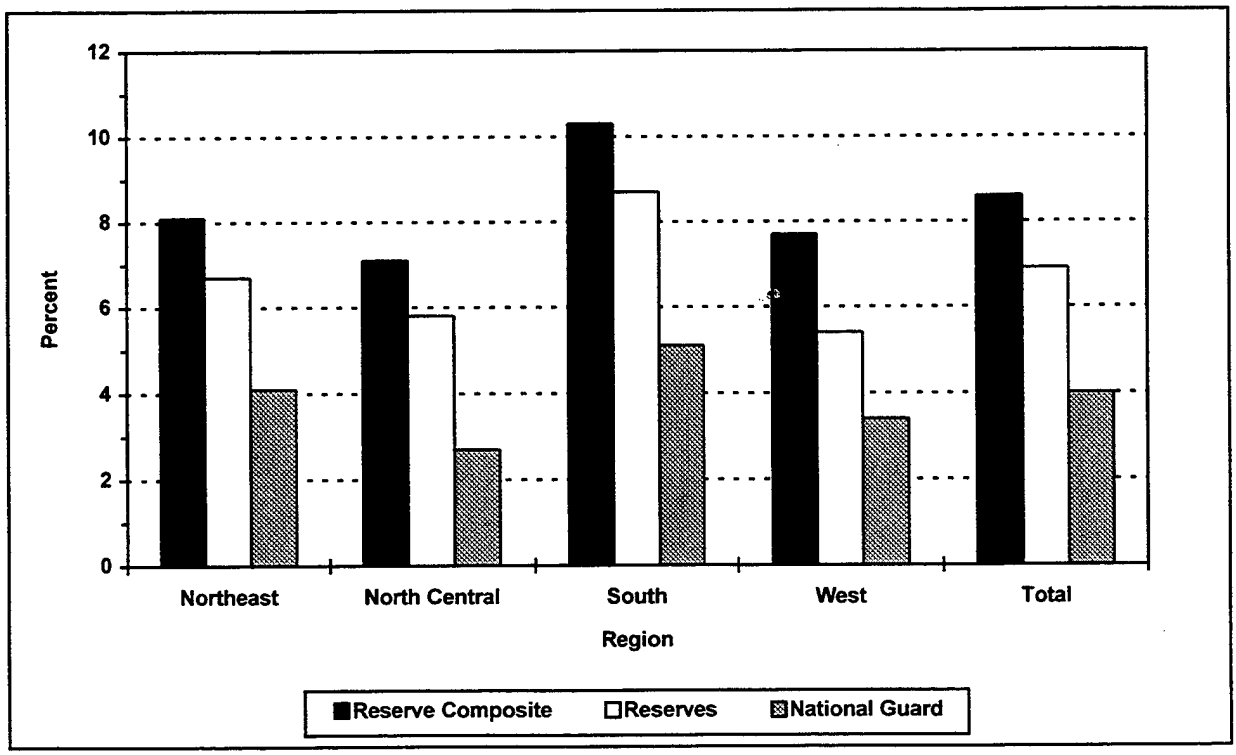

Figure 4-9B. Fall 1996 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Females, by Region

Summary of Demographic Correlates of Reserve Propensity

Reserve composite propensity among males dropped significantly from 1991 to 1994 but stabilized in recent years, while propensity among females remained relatively stable over the 6-year period (1991-1996). Reserve propensity was significantly higher than National Guard propensity for males and females during this period. Among males, Army National Guard propensity has remained consistently higher than Air National Guard propensity. Propensity for the Army Reserve was consistently highest among the five Reserve components during 1991 to 1996. Among females, Army National Guard propensity was higher than Air National Guard propensity in 1996.

Overall, 16.3 percent of males and 8.6 percent of females expressed positive Reserve composite propensity in 1996. Among both males and females, Reserve composite propensity decreased as age increased. Reserve composite propensity is generally lower than active composite propensity for younger males (16-17 and 18-19 year-olds) and females (16-17 year-olds), with larger differences among males than females. Additionally, Reserve propensity is higher than National Guard propensity for all males and females, except 20-21 year-old females.

Among males and females who expressed an interest in the National Guard, propensity for the Army National Guard was higher than Air National Guard propensity. Among those expressing positive Reserve propensity, propensity toward the Army Reserve was highest among males, while propensity toward the Army Reserve and Air Force Reserve was highest among females.

As the level of education increases among male and female students and non-students, propensity decreases. Propensity was also examined by school status and employment status. As expected, propensity is highest among youth who are not employed but looking for work. Of the high school students in this unemployed group, more than 1 in 3 males expressed positive propensity toward Reserve service compared to 21.9 percent of females.

For males and females, Reserve composite propensity among blacks and Hispanics is considerably higher than that among whites. Propensity for the National Guard and Reserves is also higher among blacks and Hispanics than whites, and National Guard propensity is significantly higher among Hispanic males than black males.

Reserve composite propensity is generally lower for males in the North Central region than any other region and the same is true for Reserve propensity. Females from the South express higher levels of Reserve composite, Reserve, and National Guard propensity than those from the North Central region.

5. AWARENESS OF MILITARY ADVERTISING

Military advertising is used to positively influence the knowledge, attitudes, and behaviors of American youth and attract them into the U.S. Armed Forces. The advertising is specifically designed to recruit young men and women who possess special characteristics which are required of soldiers, sailors, airmen, and Marines. Military advertisements are either "paid" advertisements which are funded by recruiting budgets within the Services or "unpaid," Public Service Announcements (PSAs). Programming time for PSAs is provided free of charge as a form of public service based on national interest surrounding military service.

The YATS survey contains several questions related to military advertising which provides feedback to the Services on the effect of their advertising campaigns. Two questions in the YATS survey measure "unaided" advertising awareness. All YATS respondents are initially asked:

Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?

If the respondent answered affirmatively to this first question, a follow-on question was asked:

For which Military Services did you see this kind of advertising?

Both of these questions are considered "unaided" measurements of advertising awareness because respondents were asked to recall specific Service advertising without first being presented a list of Services to choose from. This chapter presents historical trends in advertising awareness from the 1992 to 1996 YATS administrations, followed by more detailed findings from the 1996 study.

Historical Trends in Advertising Awareness

Table 5-1 and Figure 5-1A present results of unaided advertising awareness for 1992 to 1996. The table includes results of significance testing which compares estimates from each of the earlier years with estimates for 1996. Asterisks designate estimates that are statistically different from the 1996 estimate. For example, among males, the percentage who recalled military advertising in 1993 (84.9 percent) and 1994 (85.0 percent) was significantly less than the percentage of males who recalled advertising in 1996 (87.1 percent). Thus, after a significant increase in advertising awareness among males in 1995, awareness appears to remain at that same level in 1996. Among females, the consistent increase in awareness from 1994 (85.0 percent) to 1996 (87.7 percent) is significant. Although awareness was higher among males than females in 1995 (males-87.8 percent,

females-86.1 percent), there is no significant gender difference in 1996 (males-87.1 percent ,females-87.7 percent).

Table 5-1 and Figures 5-1B (males) and 5-1C (females) also show the percentage of males and females who recalled advertising for specific Services. Significantly more males recalled advertising for each Service than females from 1992 to 1996 (exception: in 1993 and 1994, approximately the same percent of males and females recalled Army advertising). Figures 5-1B and 5-1C show that there are significant differences in recall of advertising for specific Services by both males and females. Advertising awareness was highest for Army advertising and next highest for Marine Corps advertising. Recall was lowest for Coast Guard advertising. Only for the Coast Guard was there a significant decrease in awareness in 1996. Awareness for other Services either stayed the same, or increased.

Between 1995 and 1996, the recall of Navy advertising increased among males, and recall of Marine Corps advertising increased among females. The increase in Navy advertising recall among males continues the positive trend that began in 1994. In contrast, the increase in Marine Corps advertising recall among females reverses a negative trend in which recall dropped from 49.9 percent in 1992 to 39.0 percent in 1995. Among both males and females, recall levels were closest between Navy and Air Force advertising, where differences were not statistically significant in 1992 and 1993, but were significant for 1994 to 1996.

In general, recall of Service-specific advertising was high in 1992 and significantly lower in 1993. Although recall recovered for Army and Navy advertising between 1994 and 1996, recall of Marine Corps and Air Force advertising remains significantly lower in 1996 than 1992. Decreases in recall of Marine Corps and Air Force advertising are larger for males where recall remains 10 percentage points below the 1992 level with the largest drop occurring in 1993. Recall levels of Coast Guard advertising also remain significantly lower than 1992 levels for all youth.

It is not surprising that more men recall specific military advertising than women. The Services regard males as their primary audience, and advertisements appear more often in male-oriented media such as sports magazines and programs. For example, Army and Marine Corps advertisements appear during television programs covering Superbowls, World Series, and NBA Finals. As a result, males receive more exposure to Service advertising than females.

Table 5-1. Fall 1996 YATS - Unaided Advertising Awareness, by Gender, 1992-1996

Males	Year				
	1992[a]	1993[b]	1994[c]	1995[d]	**1996[e]**
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?	87.6 (0.7)	84.9 (0.5) *	85.0 (0.6) *	87.8 (0.4)	**87.1 (0.5)**
If yes, for which Military Services did you see this kind of advertising?					
Army	76.1 (0.9)	70.5 (0.8)*	70.7 (0.8)*	77.2 (0.6)	**75.6 (0.7)**
Navy	45.9 (0.9)	39.4 (0.9)*	40.5 (0.9)*	43.5 (0.7)*	**46.1 (0.6)**
Marine Corps	63.3 (1.1)*	52.8 (1.1)	52.5 (0.8)	52.8 (0.7)	**53.3 (0.6)**
Air Force	48.1 (0.8)*	40.3 (0.9)	38.1 (0.8)	39.0 (0.6)	**38.4 (0.7)**
Coast Guard	18.8 (0.8)*	11.2 (0.5)	10.4 (0.5)	13.1 (0.5)*	**11.5 (0.4)**

Females	Year				
	1992[a]	1993[b]	1994[c]	1995[d]	**1996[e]**
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?	85.6 (1.1)	85.2 (1.2)	85.0 (0.9)*	86.1 (0.7)	**87.7 (0.7)**
If yes, for which Military Services did you see this kind of advertising?					
Army	71.4 (1.6)	69.4 (1.6)*	69.0 (1.2)*	72.4 (0.9)	**73.2 (0.8)**
Navy	36.2 (1.4)	30.0 (1.3)*	31.4 (1.0)*	34.4 (0.9)	**35.7 (1.0)**
Marine Corps	49.9 (1.2)*	44.2 (1.6)	41.9 (1.0)	39.0 (0.8)*	**41.7 (1.0)**
Air Force	35.2 (1.2)*	29.9 (1.2)	28.3 (0.9)	28.5 (0.8)	**29.7 (0.8)**
Coast Guard	11.8 (0.8)*	6.0 (0.5)	6.8 (0.6)	7.8 (0.5)	**7.0 (0.5)**

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 3,560 interviews for males and 2,014 for females.
[b]Estimates are based on 3,390 interviews for males and 1,811 for females.
[c]Estimates are based on 4,231 interviews for males and 2,303 for females.
[d]Estimates are based on 7,060 interviews for males and 3,723 for females.
[e]Estimates are based on 6,405 interviews for males and 3,798 for females.

*Difference between this year's and 1996 estimate was statistically significant at the p=.05 level.

Source: Q402, Q616B, and Q617F.

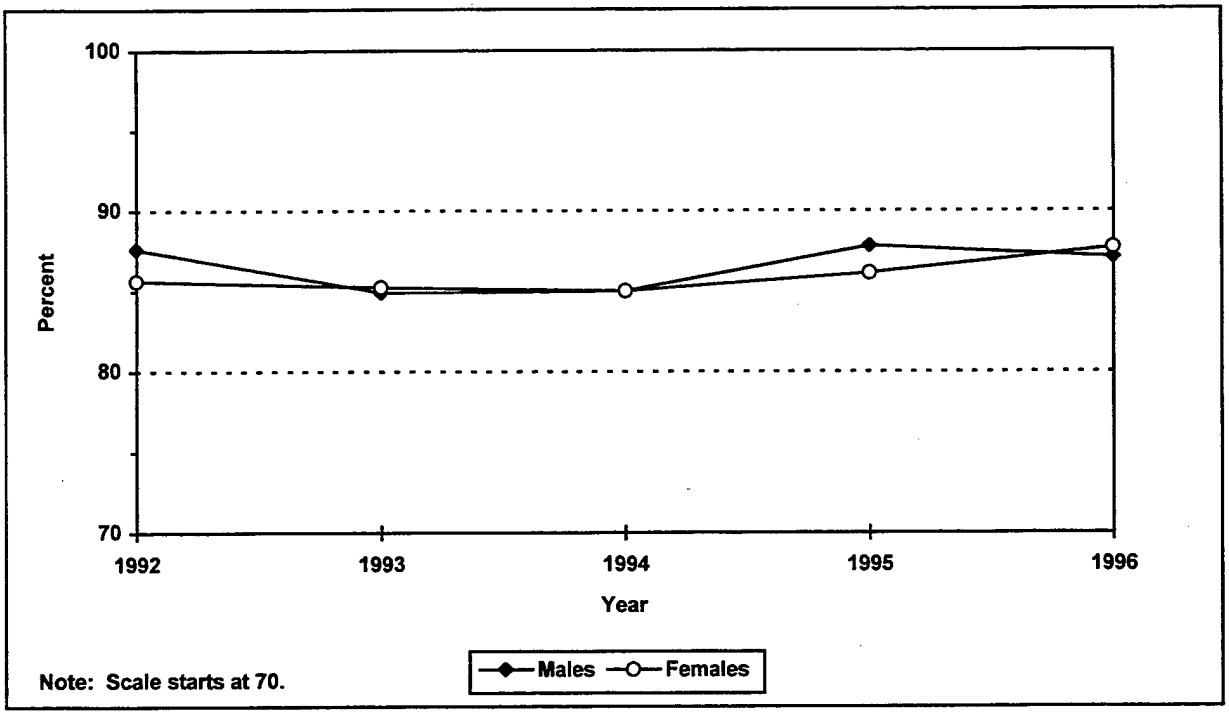

Figure 5-1A. Fall 1996 YATS - Unaided Advertising Awareness, by Gender, 1992-1996

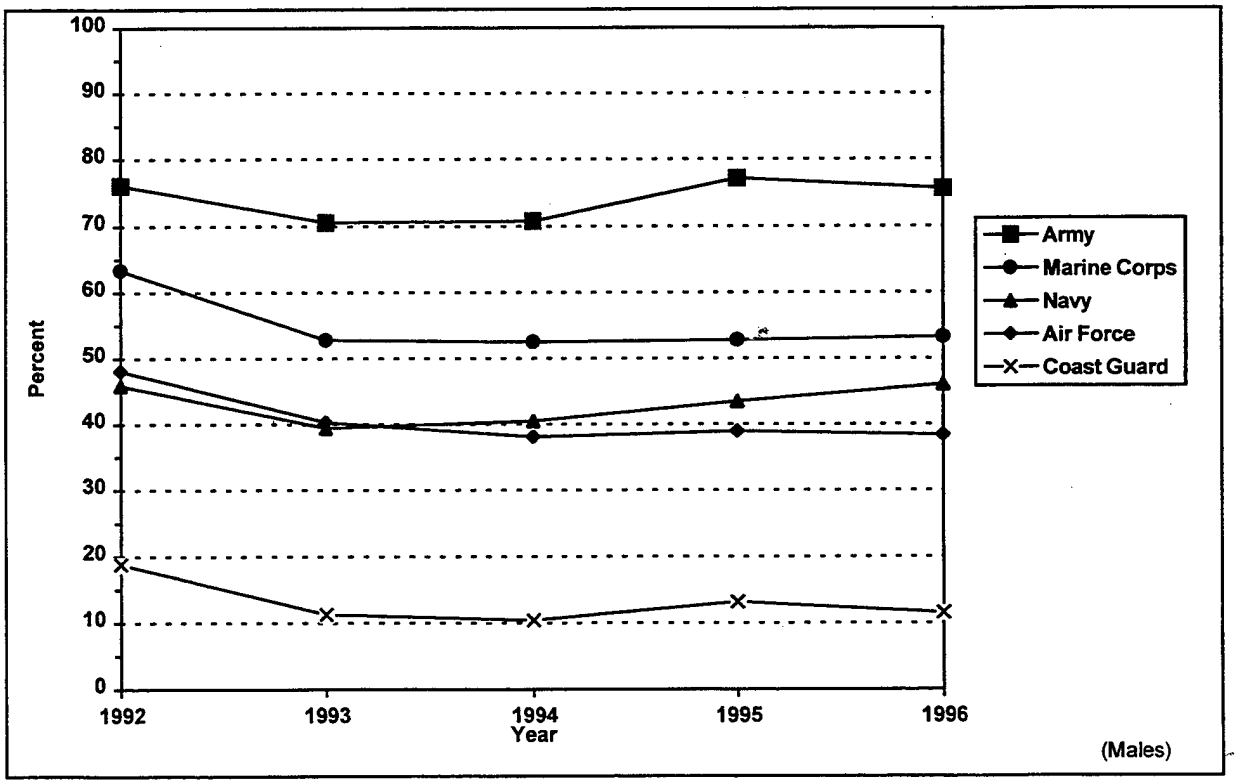

Figure 5-1B. Fall 1996 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, 1992 - 1996

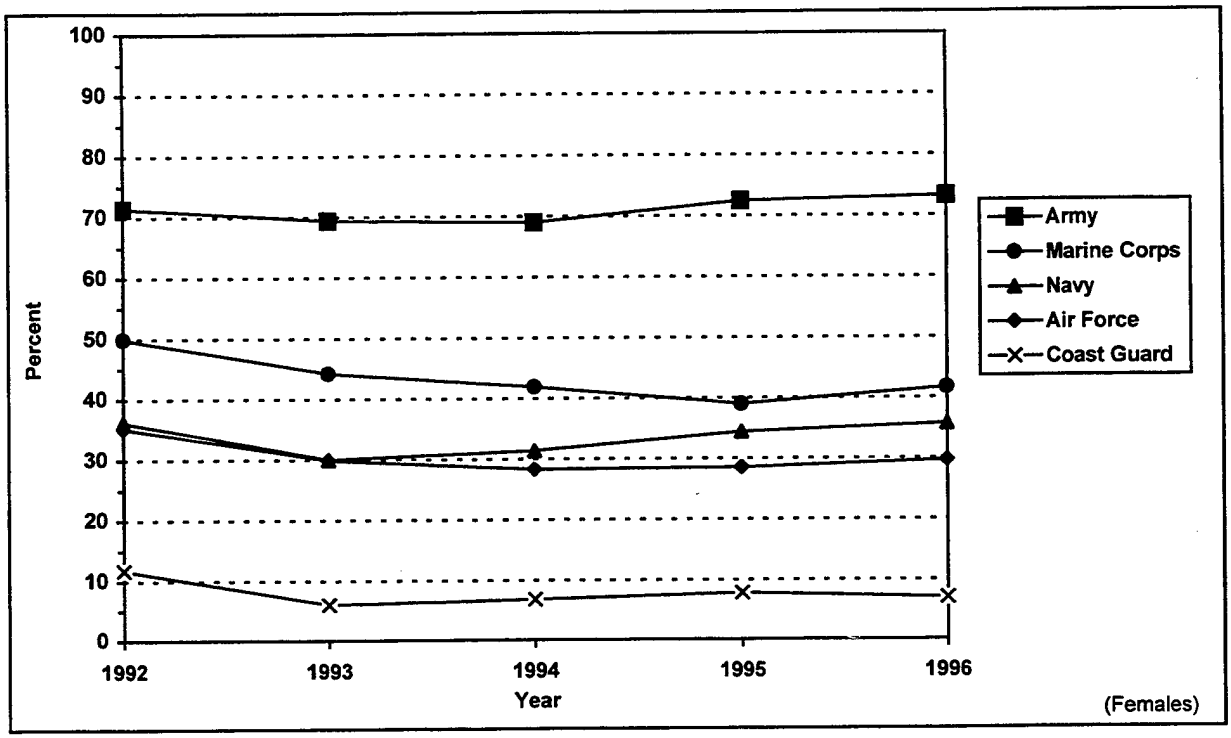

Figure 5-1C. Fall 1996 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, 1992 - 1996

YATS also contains a survey question which provides feedback on the Joint Recruiting Advertising Program (JRAP). This program is responsible for television and print campaigns which name each Service in their advertisements. All respondents are asked:

Do you recall seeing or hearing any advertising for the U.S. Armed Forces in which all the Services were represented?

Unlike the previous two questions analyzed, this question is considered "aided" since the interviewer asks the respondent about JRAP or Joint Service advertising specifically. Analysts are cautioned against directly comparing results from Joint Service recall with Service-specific recall because general differences can exist between aided and unaided responses.

Table 5-2 and Figure 5-2 present findings from 1992 to 1996 on the Joint Service question. Aided recall of Joint Service advertising is significantly higher among males than females over the five year period, although the difference between males and females has decreased from 7.9 percentage points in 1992 to 2.8 points in 1996. Nevertheless, the general pattern of recall is very similar for males and females. Joint Service recall dropped sharply in 1993, and again in 1994, and recovered slightly in 1995. Joint Service recall dropped again in 1996; this decrease was statistically significant among males.

Table 5-2. Fall 1996 YATS - Unaided Advertising Awareness (Joint Service), by Gender, 1992-1996

	Year				
Males	1992[a]	1993[b]	1994[c]	1995[d]	**1996[e]**
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?	36.5 (1.0)*	29.7 (0.8)*	23.6 (0.7)	25.4 (0.6)*	**22.7 (0.6)**
	Year				
Females	1992[a]	1993[b]	1994[c]	1995[d]	**1996[e]**
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?	28.6 (1.2)*	25.5 (1.3)*	20.2 (1.2)	21.3 (0.9)	**19.9 (0.6)**

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 3,560 interviews for males and 2,014 for females.
[b]Estimates are based on 3,390 interviews for males and 1,811 for females.
[c]Estimates are based on 4,231 interviews for males and 2,303 for females.
[d]Estimates are based on 7,060 interviews for males and 3,723 for females.
[e]Estimates are based on 6,405 interviews for males and 3,798 for females.

*Difference between this year's and 1996 estimate was statistically significant at the p=.05 level.

Source: Q402, Q616B, Q617F, and Q608.

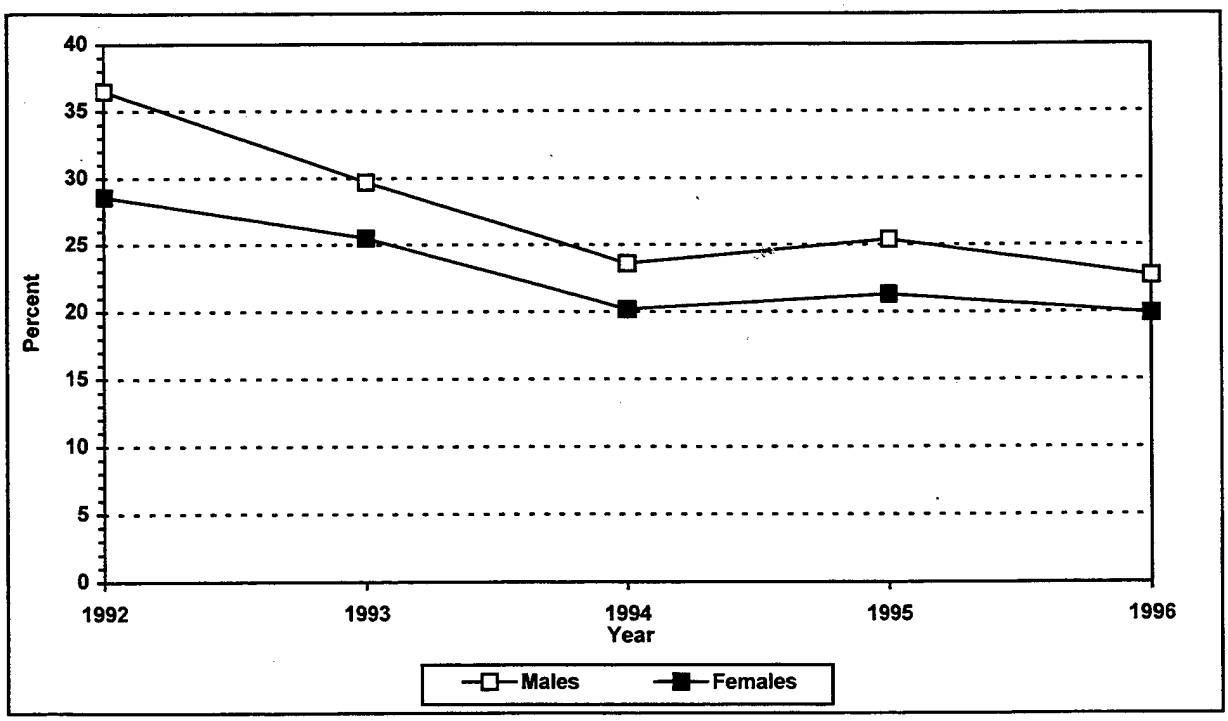

Figure 5-2. Fall 1996 YATS - Unaided Advertising Awareness (Joint Service), by Gender, 1992-1996

Advertising Awareness Among Youth: 1996

Inter-Service Differences in Advertising Awareness

Tables 5-3 (males) and 5-4 (females) present 1996 results of advertising awareness by age group. As the total columns show, 87.1 percent of males and 87.7 percent of females recalled military advertising in 1996; the difference is not significant. In contrast, significantly more males recalled specific Service advertising than females in 1996. Recall of Army advertising by males (75.6 percent) and females (73.2 percent) was higher than any other Service. Recall of Marine Corps advertising was next highest among males (53.3 percent) and females (41.7 percent), while recall was lowest for the Coast Guard. Navy advertising was recalled by a significantly higher percentage of youth (males-46.1 percent, females-35.7 percent) than Air Force advertising (males-38.4 percent, females-29.7 percent). Significantly more males (22.7 percent) than females (19.9 percent) also recalled Joint Service advertising in 1996.

Differences which appear between Services in advertising recall may be due to funding, media selection, audiences targeted, or messages portrayed in advertising. Public perceptions of the different Services also influence awareness based on attitudes which either increase or decrease attention to advertisements. Other factors which may influence advertising recall, such as age, school status, race/ethnicity, etc., are minimal compared to inter-Service differences mentioned above. These sociodemographic factors are analyzed in the following sections.

Sociodemographic Correlates of Advertising Recall

This section presents the relationship of advertising recall for males and females to five different sociodemographic factors--age, school status, employment status, race/ethnicity, and region of residence. The tables are annotated to show differences between groups that are statistically significant.

Advertising Recall and Age. Table 5-3 and Figures 5-3A and 5-3B present advertising awareness among males by age. (The table presents data by four age groups, and the figures present data by single year of age.) Among males, there were no significant differences in general advertising awareness between any of the four age groups. However, awareness of Marine Corps, Air Force, and Coast Guard was significantly lower among 16-17 year-olds than older groups. Awareness of Joint Service advertising is also lower among this youngest age group (17.7 percent) than older groups (21.5-26.1 percent).

Table 5-3. Fall 1996 YATS - Unaided Advertising Awareness Among Males, by Age

	Age				
	16 - 17 Year-Olds[a]	18 - 19 Year-Olds[b]	20 - 21 Year-Olds[c]	22 - 24 Year-Olds[d]	Total[e]
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?	86.3 (0.9)	87.7 (0.9)	87.1 (1.1)	87.4 (0.8)	87.1 (0.5)
If yes, for which Military Services did you see this kind of advertising?					
Army	75.3 (1.1)	76.1 (1.2)	75.0 (1.3)	76.0 (1.3)	75.6 (0.7)
Navy	45.3 (1.3)	46.6 (1.4)	46.9 (1.5)	45.8 (1.2)	46.1 (0.6)
Marine Corps	48.7 (1.2)*#+	53.7 (1.4)	55.0 (1.5)	55.5 (1.1)	53.3 (0.6)
Air Force	32.9 (0.9)*#+	41.2 (1.2)	39.8 (1.8)	39.9 (1.3)	38.4 (0.7)
Coast Guard	9.0 (0.6)*#+	12.7 (0.9)	12.3 (0.9)	12.1 (0.9)	11.5 (0.4)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?	17.7 (1.1)*#+	21.5 (1.0)&	24.7 (1.4)	26.1 (1.1)	22.7 (0.6)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 2,059 interviews with 16-17 year-olds.
[b]Estimates are based on 1,507 interviews with 18-19 year-olds.
[c]Estimates are based on 1,271 interviews with 20-21 year-olds.
[d]Estimates are based on 1,568 interviews with 22-24 year-olds.
[e]Estimates are based on 6,405 interviews.

*Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the p=.05 level.
#Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.
+Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.
&Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

Source: Q402, CALCAGE, Q616B, Q617F, and Q608.

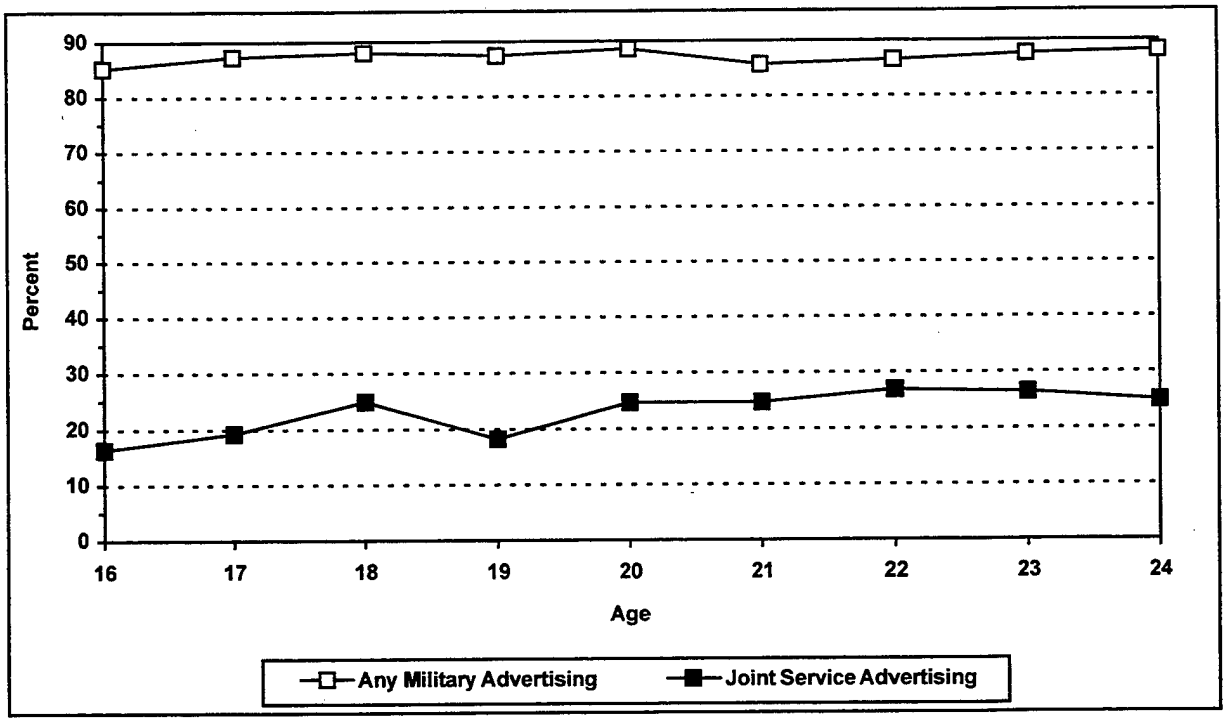

Figure 5-3A. Fall 1996 YATS - Unaided Advertising Awareness Among Males, by Single Year of Age

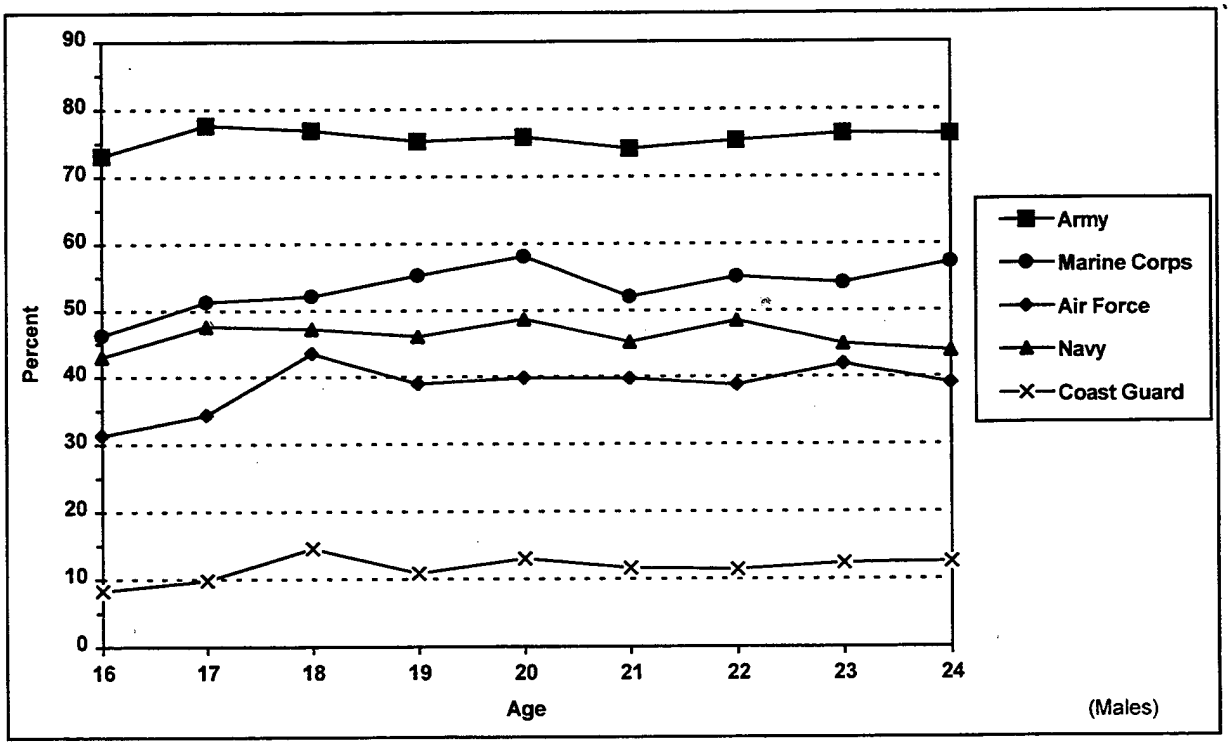

Figure 5-3B. Fall 1996 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Single Year of Age

Table 5-4 and Figures 5-4A and 5-4B present findings for advertising awareness among females by age. There was more variation by age in general advertising awareness among females than males. Advertising awareness was higher among 20-21 year-olds (90.0 percent) than 16-17 year-olds (86.2 percent) and 22-24 year-olds (86.3 percent). Similar to males, recall of Air Force advertising was significantly lower among 16-17 year-olds (25.0 percent) than 18-24 year-olds (30.0-33.4 percent). Awareness of Joint service advertising was generally lower among 16-19 year-olds than 20-24 year-olds.

Table 5-4. Fall 1996 YATS - Unaided Advertising Awareness Among Females, by Age

	Age				
	16 - 17 Year-Olds[a]	18 - 19 Year-Olds[b]	20 - 21 Year-Olds[c]	22 - 24 Year-Olds[d]	Total[e]
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?	86.2 (1.1)[#]	88.8 (1.1)	90.0 (1.2)[^]	86.3 (1.4)	87.7 (0.7)
If yes, for which Military Services did you see this kind of advertising?					
Army	70.9 (1.5)[#]	72.7 (1.4)	76.3 (1.8)	73.0 (1.8)	73.2 (0.8)
Navy	35.6 (1.5)	38.4 (1.9)	35.3 (1.7)	34.2 (1.6)	35.7 (1.0)
Marine Corps	37.5 (1.5)[#+]	39.7 (2.0)	44.8 (2.2)	44.1 (1.8)	41.7 (1.0)
Air Force	25.0 (1.4)[*#+]	30.0 (2.0)	33.4 (1.6)	30.5 (1.9)	29.7 (0.8)
Coast Guard	6.5 (0.8)[#]	7.2 (1.1)	9.2 (1.0)[^]	5.8 (0.8)	7.0 (0.5)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?	17.0 (1.1)[#+]	18.0 (1.6)[@]	22.7 (1.5)	21.4 (1.3)	19.9 (0.6)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,186 interviews with 16-17 year-olds.
[b]Estimates are based on 884 interviews with 18-19 year-olds.
[c]Estimates are based on 758 interviews with 20-21 year-olds.
[d]Estimates are based on 970 interviews with 22-24 year-olds.
[e]Estimates are based on 3,798 interviews.

*Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the p=.05 level.
[#]Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.
[+]Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.
[@]Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.
^Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

Source: Q402, CALCAGE, Q616B, Q617F, and Q608.

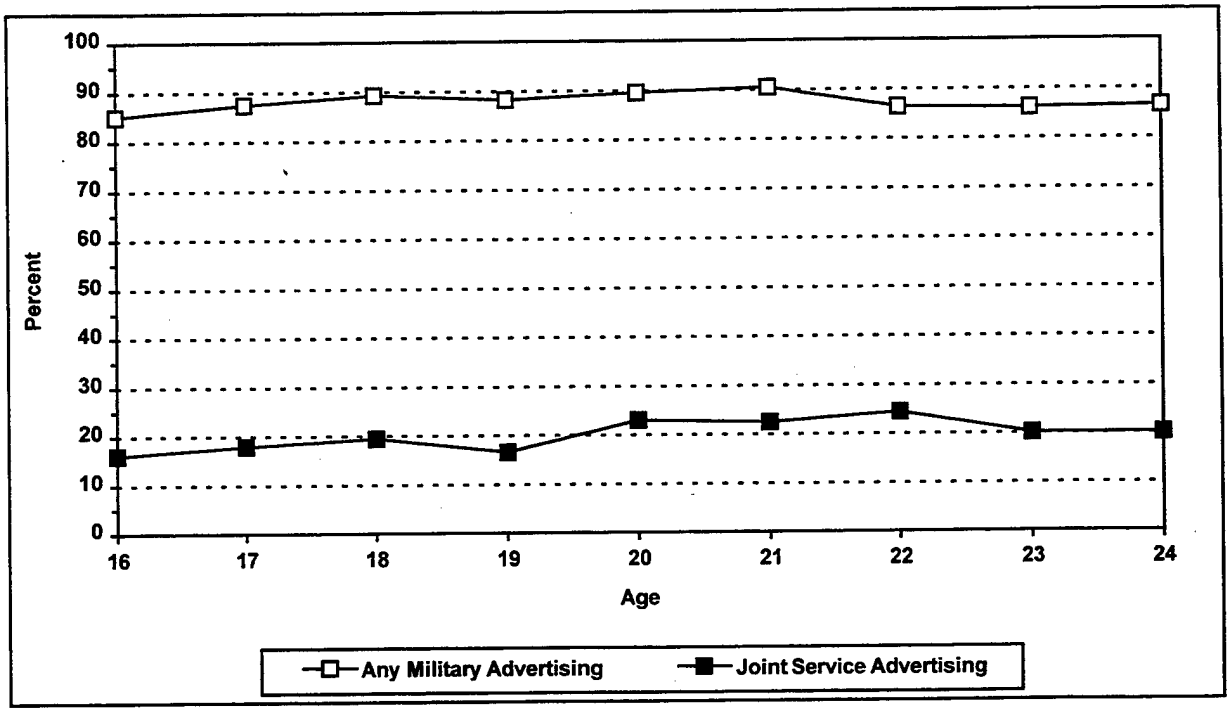

Figure 5-4A. Fall 1996 YATS - Unaided Advertising Awareness Among Females, by Single Year of Age

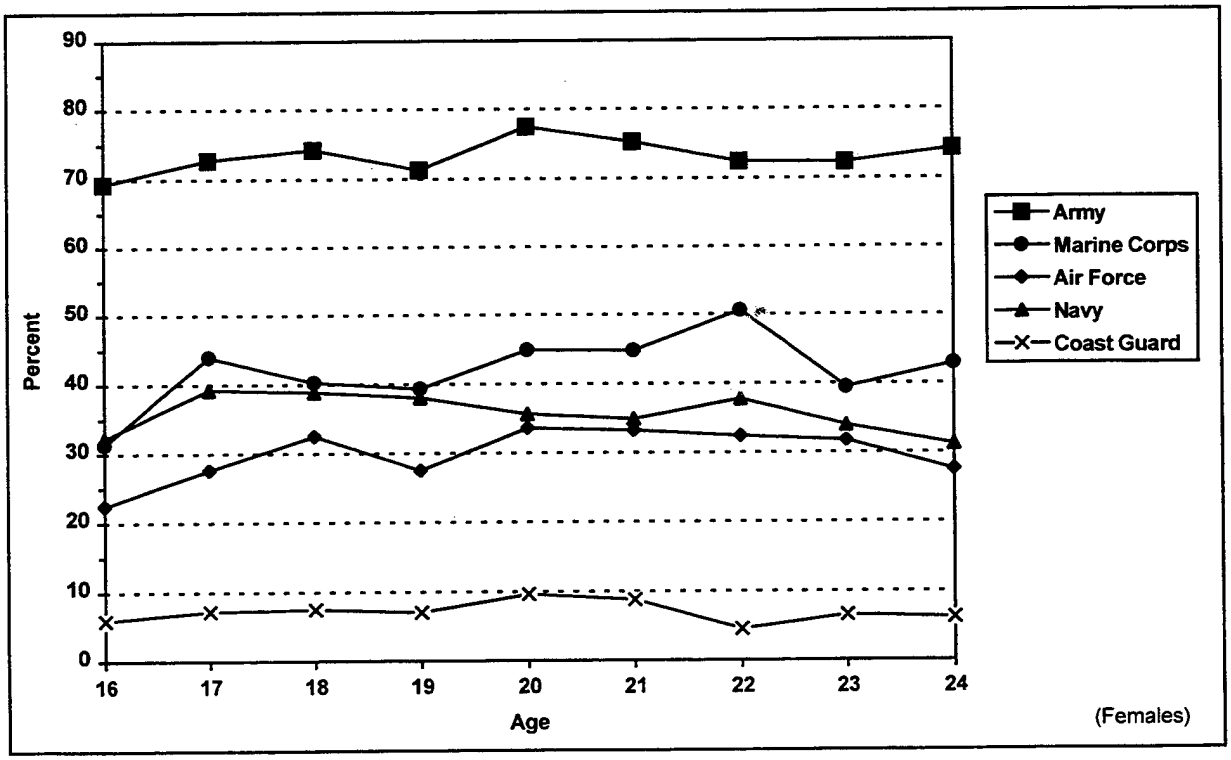

Figure 5-4B. Fall 1996 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Single Year of Age

Advertising Recall and School Status. Awareness of military advertising is presented in Table 5-5 and Figure 5-5A by school status and gender. Figure 5-5B (males) and Figure 5-5C (females) present findings for recall of specific Service advertising by school status. As seen in Figure 5-5A, there is a noticeable relationship between general advertising recall and school status. Advertising recall increases for males and females as the level of educational attainment increases within two groups--students and non-students. Among males, general advertising recall is highest among postsecondary and graduate students (94.0 percent) and lowest among non-completers (76.2 percent). Among females, recall is highest among college graduates (92.3 percent) and lowest among non-completers (81.0 percent). Recall of specific Service advertising follows the same pattern observed for general advertising recall, as seen in Figures 5-5B and 5-5C.

The clear relationship between educational achievement and advertising awareness may be due, in part, to recruiting activity. The Services need to recruit young people with high aptitudes: they learn quickly and perform better on the job. Recruiters seek high-aptitude individuals, and the recruiting efforts may increase the awareness of these people to military advertising. High aptitude individuals are also most likely to achieve higher levels of education. Thus, we would expect educational achievement, recruiter interest, and advertising awareness all to be positively correlated.

Recruiter contact may also explain the relationship between age and advertising awareness. In general, recruiters focus on high school seniors and high school graduates. Thus, 16-17 year-olds have relatively little recruiter contact. If recruiter contact increases sensitivity to recruiting advertising, one would expect 16-17 year-olds to be less aware of recruiting advertising. Of course, the causal relationship may also work the other way: advertising may increase awareness of military opportunities and encourage youth to contact recruiters.

Table 5-5. Fall 1996 YATS - Unaided Advertising Awareness, by School Status and Gender

		Males[a]	Females[b]
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
	Non-Completer	76.2 (1.9)	81.0 (2.5)
	High School Graduate	85.6 (1.2)	84.3 (1.8)
	Some College	92.0 (1.3)	90.3 (1.6)
	College Graduate	93.1 (1.6)	92.3 (2.4)
	Non-Senior High School Student	84.0 (1.1)	84.9 (1.7)
	High School Senior	87.2 (1.5)	88.0 (1.6)
	Postsecondary/Graduate Student	94.0 (0.5)	91.9 (0.7)
If yes, for which Military Services did you see this kind of advertising?			
Army	Non-Completer	65.4 (1.8)	66.5 (3.1)
	High School Graduate	74.1 (1.4)	70.6 (2.1)
	Some College	80.2 (2.3)	76.2 (2.3)
	College Graduate	81.0 (2.5)	75.2 (3.4)
	Non-Senior High School Student	72.0 (1.3)	68.8 (2.1)
	High School Senior	77.0 (1.6)	71.7 (2.1)
	Postsecondary/Graduate Student	82.2 (1.1)	78.8 (1.0)
Navy	Non-Completer	39.2 (2.0)	33.1 (2.7)
	High School Graduate	41.7 (1.6)	35.8 (2.3)
	Some College	50.1 (2.9)	37.2 (2.8)
	College Graduate	54.1 (2.6)	37.1 (4.0)
	Non-Senior High School Student	42.3 (1.6)	33.2 (2.2)
	High School Senior	44.9 (2.1)	38.2 (2.3)
	Postsecondary/Graduate Student	53.6 (1.3)	36.1 (1.4)
Marine Corps	Non-Completer	44.4 (2.3)	36.2 (3.0)
	High School Graduate	52.2 (1.5)	38.1 (2.3)
	Some College	58.7 (2.0)	49.6 (2.8)
	College Graduate	66.3 (3.2)	48.8 (3.7)
	Non-Senior High School Student	45.0 (1.4)	31.5 (2.1)
	High School Senior	52.2 (2.1)	43.5 (2.1)
	Postsecondary/Graduate Student	61.5 (1.1)	46.4 (1.7)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 6,405 interviews for males.
[b]Estimates are based on 3,798 interviews for females.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q616B, Q617F, and Q608.

Table 5-5. Fall 1996 YATS - Unaided Advertising Awareness, by School Status and Gender (continued)

		Males[a]	Females[b]
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
	Non-Completer	76.2 (1.9)	81.0 (2.5)
	High School Graduate	85.6 (1.2)	84.3 (1.8)
	Some College	92.0 (1.3)	90.3 (1.6)
	College Graduate	93.1 (1.6)	92.3 (2.4)
	Non-Senior High School Student	84.0 (1.1)	84.9 (1.7)
	High School Senior	87.2 (1.5)	88.0 (1.6)
	Postsecondary/Graduate Student	94.0 (0.5)	91.9 (0.7)
If yes, for which Military Services did you see this kind of advertising?			
Air Force	Non-Completer	32.5 (2.0)	25.0 (2.7)
	High School Graduate	37.2 (1.9)	28.9 (1.8)
	Some College	48.7 (2.3)	34.4 (3.1)
	College Graduate	48.9 (2.6)	38.0 (4.0)
	Non-Senior High School Student	30.3 (1.2)	23.4 (2.1)
	High School Senior	35.1 (2.0)	28.4 (2.0)
	Postsecondary/Graduate Student	44.8 (1.2)	33.3 (1.5)
Coast Guard	Non-Completer	11.0 (1.1)	4.3 (1.0)
	High School Graduate	10.5 (1.1)	6.7 (1.1)
	Some College	14.7 (1.8)	7.7 (1.6)
	College Graduate	12.5 (2.1)	10.2 (2.2)
	Non-Senior High School Student	7.5 (0.8)	6.1 (1.1)
	High School Senior	11.0 (1.2)	7.1 (1.1)
	Postsecondary/Graduate Student	14.2 (0.9)	8.0 (0.7)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?			
	Non-Completer	20.5 (1.6)	15.3 (2.1)
	High School Graduate	24.2 (1.4)	20.1 (2.0)
	Some College	31.5 (2.3)	24.6 (2.4)
	College Graduate	22.9 (2.9)	26.2 (2.8)
	Non-Senior High School Student	16.3 (1.1)	15.3 (1.3)
	High School Senior	21.8 (1.6)	21.3 (2.5)
	Postsecondary/Graduate Student	25.1 (1.2)	21.0 (1.1)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 6,405 interviews for males.
[b]Estimates are based on 3,798 interviews for females.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q616B, Q617F, and Q608.

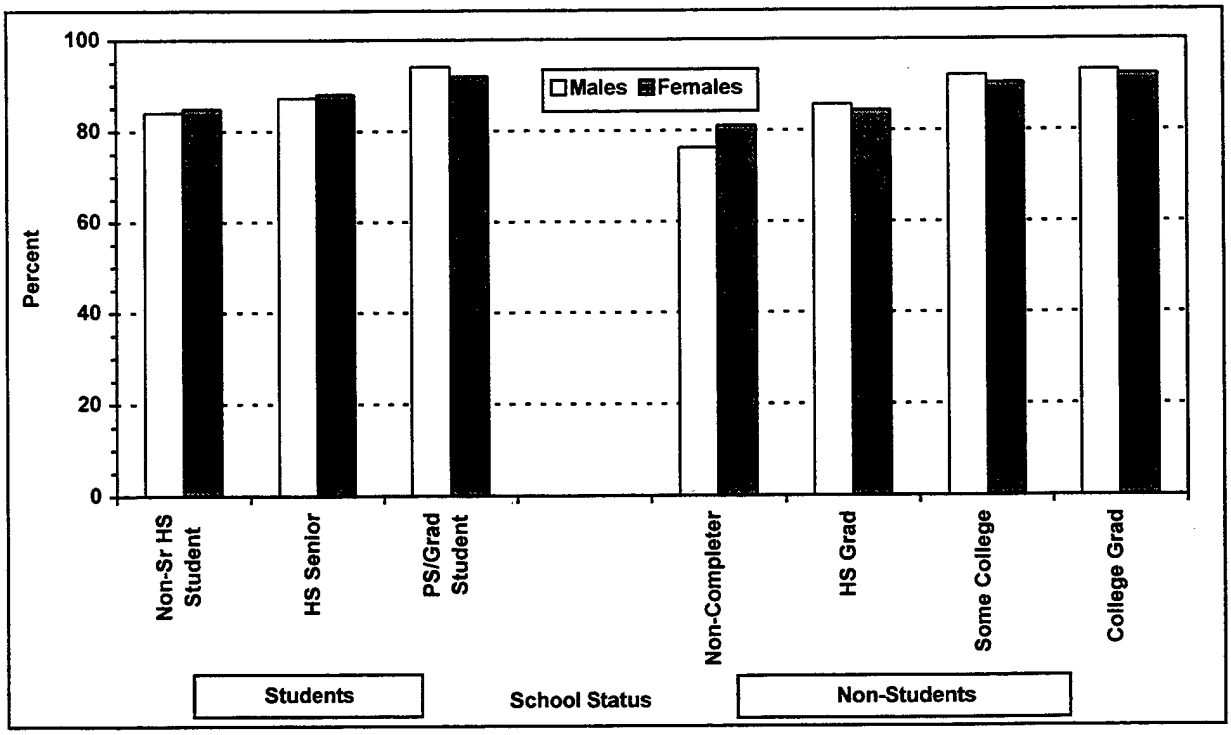

Figure 5-5A. Fall 1996 YATS - Unaided Advertising Awareness, by School Status and Gender

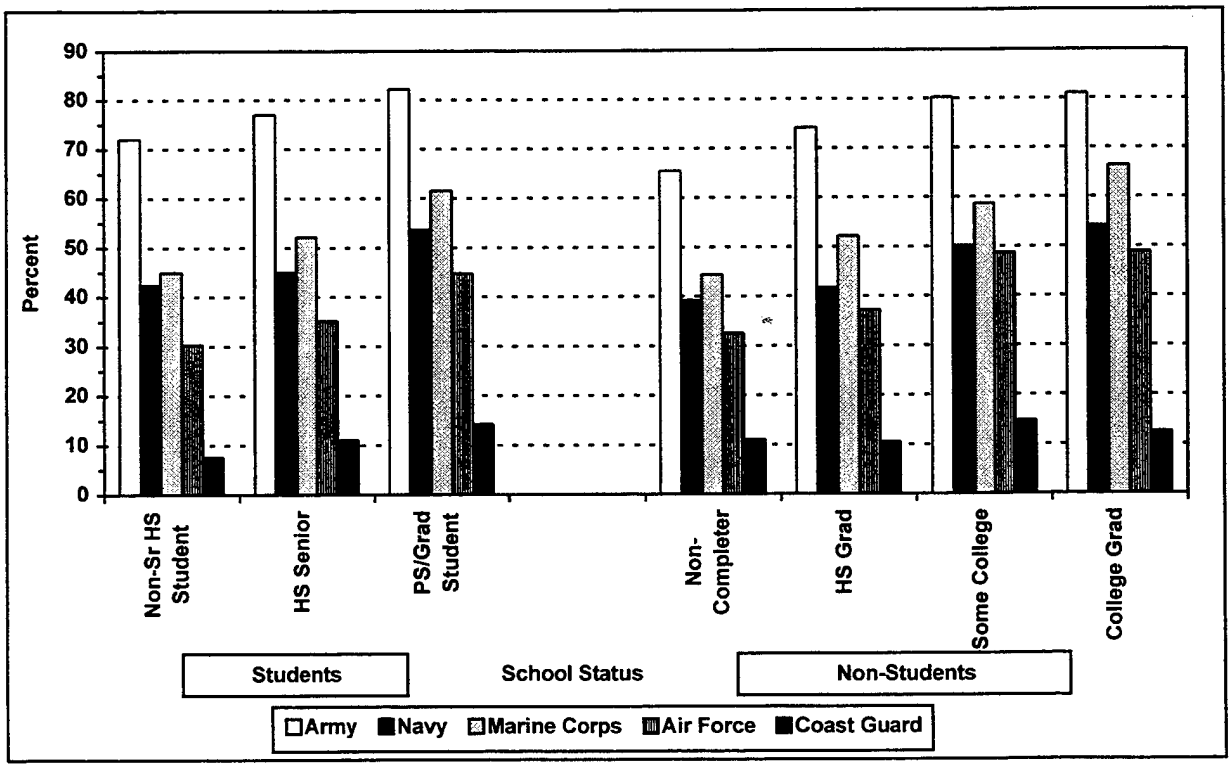

Figure 5-5B. Fall 1996 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by School Status

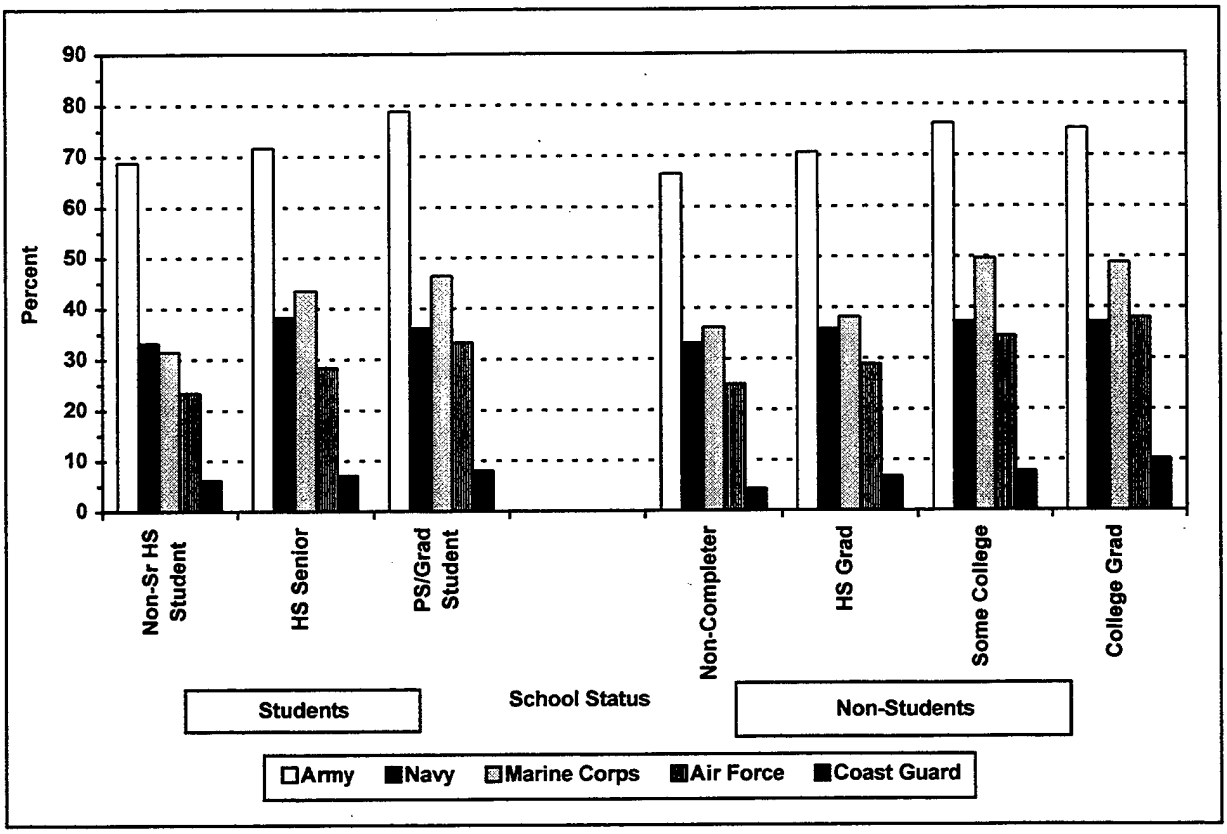

Figure 5-5C. Fall 1996 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by School Status

Advertising Recall and Employment Status. Data for advertising awareness by employment status are presented in Table 5-6 and Figures 5-6A through 5-6C. The pattern between general advertising awareness and employment status is similar for males and females. Youth who are employed (males-88.2 percent, females-89.3 percent) or unemployed and not looking for work (males-88.6 percent, females-88.0 percent) express awareness that is significantly higher than youth who are not employed and looking for work (males-81.9 percent, females-81.6 percent). There is no significant difference in advertising recall between employed youth and unemployed youth not looking for work.

Findings for Service-specific advertising recall vary by employment status and gender. Among males, recall of Marine Corps and Air Force advertising is highest among employed males, but recall of Army and Navy advertising is not significantly different for males who are employed and those not employed and looking for work. For females, the rank order of advertising awareness is consistent for all Service advertising. Although most differences among employment groups are not statistically significant, awareness is highest for employed females, followed by awareness among unemployed females who are not looking for work. Awareness is lowest for females who are not employed but looking for work.

Table 5-6. Fall 1996 YATS - Unaided Advertising Awareness, by Employment Status and Gender

		Males[a]	Females[b]
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
	Employed	88.2 (0.6)*	89.3 (0.8)*
	Unemployed, looking for work	81.9 (1.6)+	81.6 (1.8)+
	Unemployed, not looking for work	88.6 (1.1)	88.0 (1.3)
If yes, for which Military Services did you see this kind of advertising?			
Army	Employed	76.8 (0.7)*	74.4 (1.0)
	Unemployed, looking for work	69.5 (1.8)+	69.7 (2.3)
	Unemployed, not looking for work	77.6 (1.4)	72.5 (2.2)
Navy	Employed	46.5 (0.8)	36.4 (1.2)
	Unemployed, looking for work	43.1 (1.6)+	33.1 (2.1)
	Unemployed, not looking for work	47.8 (1.7)	35.9 (1.7)
Marine Corps	Employed	55.7 (0.7)*#	43.4 (1.1)*
	Unemployed, looking for work	47.3 (1.5)	38.2 (2.1)
	Unemployed, not looking for work	49.6 (1.9)	39.6 (2.0)
Air Force	Employed	40.5 (1.0)*#	32.5 (1.1)*#
	Unemployed, looking for work	32.2 (1.4)+	23.2 (2.2)
	Unemployed, not looking for work	36.7 (1.6)	26.5 (1.5)
Coast Guard	Employed	12.1 (0.6)	7.6 (0.6)
	Unemployed, looking for work	10.4 (0.9)	6.0 (1.0)
	Unemployed, not looking for work	10.1 (1.0)	6.2 (1.0)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?			
	Employed	24.2 (0.7)*#	21.3 (0.9)#
	Unemployed, looking for work	20.4 (1.3)	18.2 (1.7)
	Unemployed, not looking for work	18.5 (1.3)	17.0 (1.3)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 6,405 interviews for males.
[b]Estimates are based on 3,798 interviews for females.

*Differences between respondents who were employed and unemployed (looking) were statistically significant at the p=.05 level.
#Differences between respondents who were employed and unemployed (not looking) were statistically significant at the p=.05 level.
+Differences between respondents who were unemployed (looking) and unemployed (not looking) were statistically significant at the p=.05 level.

Source: Q402, VEMPSTAT, Q616B, Q617F, and Q608.

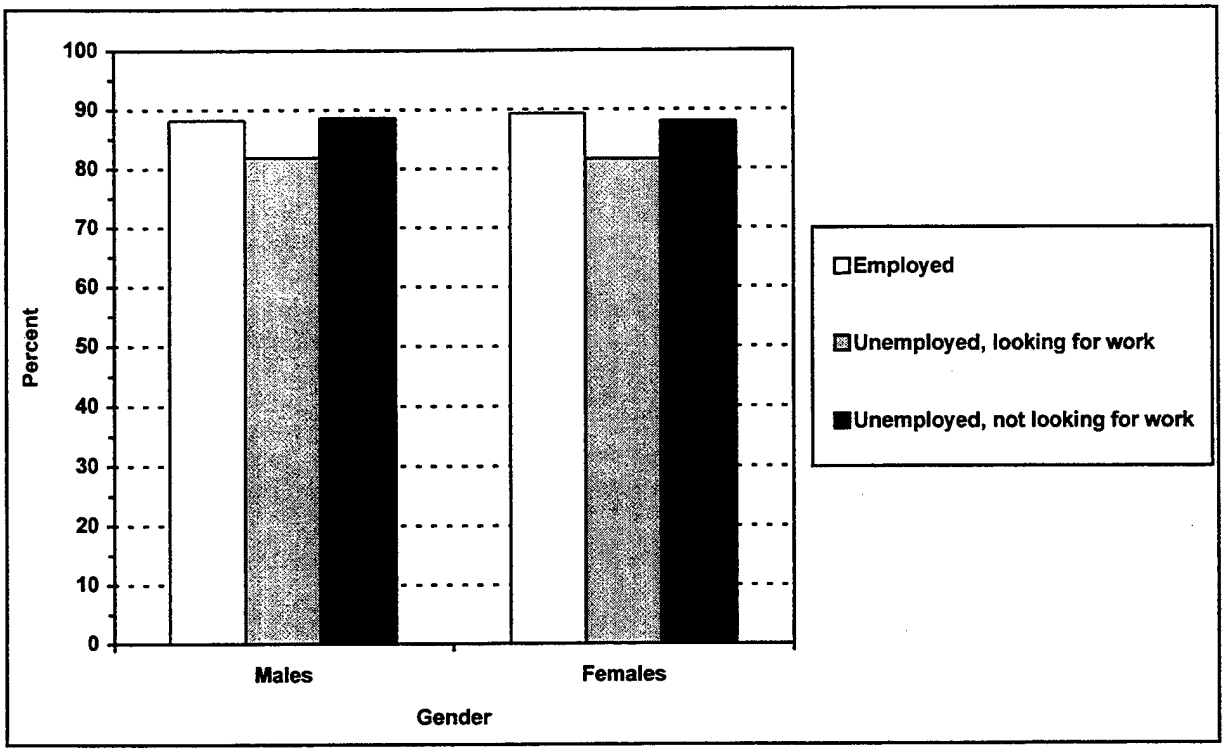

Figure 5-6A. Fall 1996 YATS - Unaided Advertising Awareness, by Employment Status and Gender

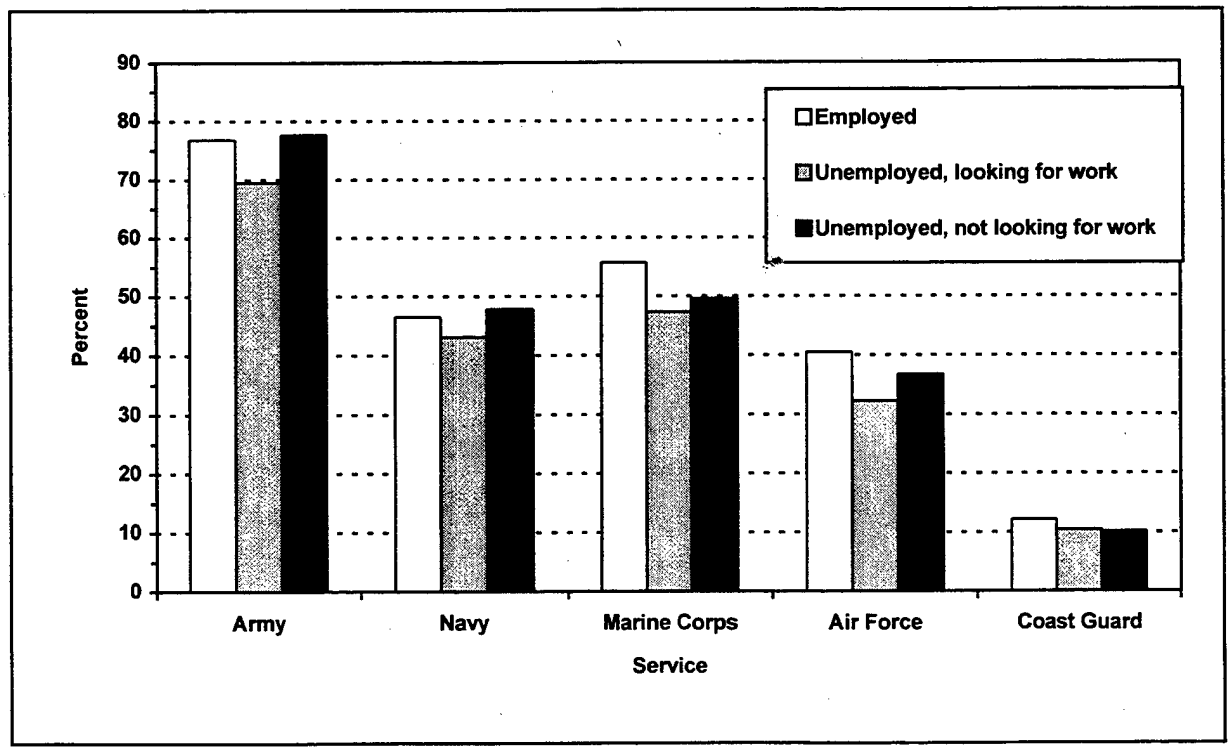

Figure 5-6B. Fall 1996 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Employment Status

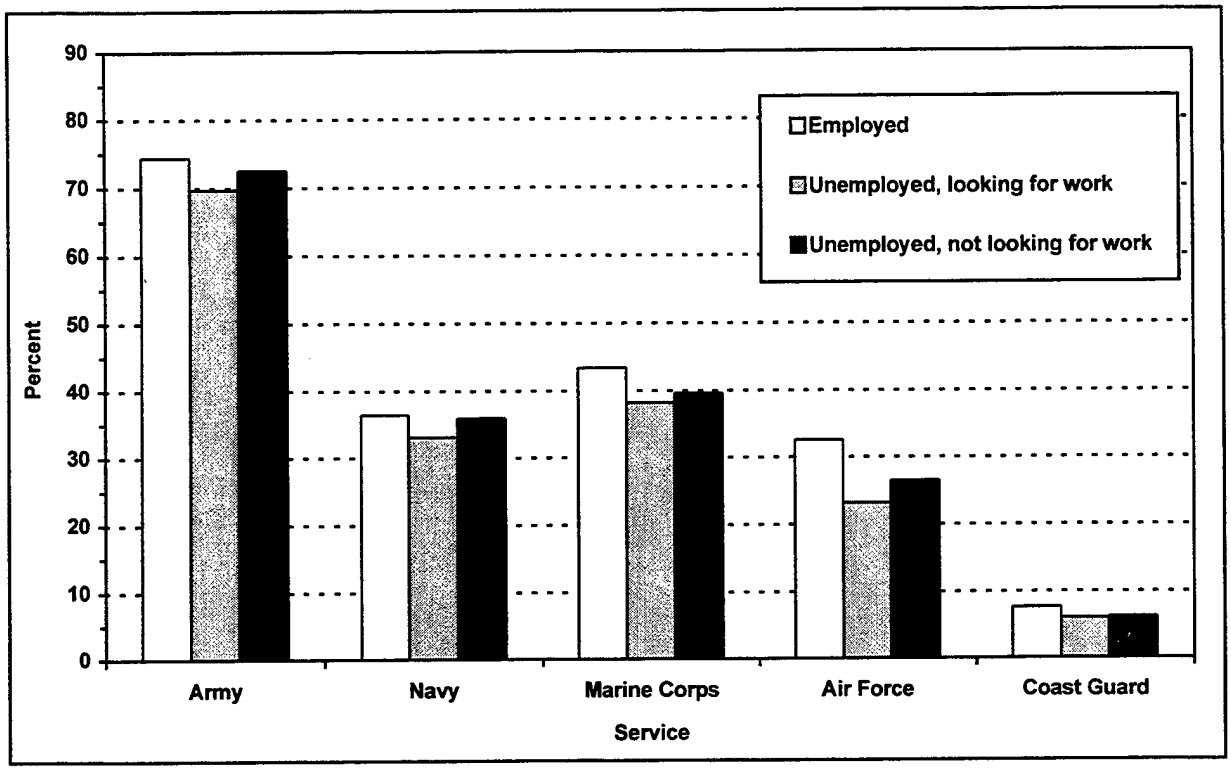

Figure 5-6C. Fall 1996 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Employment Status

Advertising Recall and Race/Ethnicity. Table 5-7 and Figures 5-7A through 5-7C present advertising awareness by race/ethnicity for males and females. Overall, findings by race/ethnicity are similar for males and females. General advertising awareness is significantly higher among whites (males-90.6 percent, females-91.0 percent) than blacks (males-82.0 percent, females-82.5 percent) and Hispanics (males-76.8 percent, females-80.3 percent). For males, awareness among blacks is also significantly higher than awareness among Hispanics. Patterns for Service-specific advertising show that recall by whites is significantly higher than recall by blacks and Hispanics; the relationship is stronger for males. However, recall of Navy advertising by white females is not significantly higher than recall by black females, and recall of Coast Guard advertising by white and Hispanic females is not statistically different.

Table 5-7. Fall 1996 YATS - Unaided Advertising Awareness, by Race/Ethnicity and Gender

		Males[a]	Females[b]
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
	White	90.6 (0.4)*#	91.0 (0.7)*#
	Black	82.0 (2.1)+	82.5 (2.1)
	Hispanic	76.8 (1.6)	80.3 (2.1)
If yes, for which Military Services did you see this kind of advertising?			
Army	White	78.9 (0.7)*#	76.7 (0.8)*#
	Black	70.5 (2.2)	67.8 (2.4)
	Hispanic	65.4 (1.9)	63.1 (2.7)
Navy	White	49.9 (0.8)*#	38.2 (1.3)#
	Black	35.6 (2.2)	33.8 (2.7)
	Hispanic	38.2 (2.1)	26.9 (2.3)
Marine Corps	White	56.9 (0.6)*#	45.4 (1.1)*#
	Black	45.8 (2.2)	31.2 (2.3)+
	Hispanic	44.7 (1.8)	39.1 (2.6)
Air Force	White	43.5 (0.8)*#	33.1 (1.0)*#
	Black	28.1 (1.6)	24.0 (1.7)
	Hispanic	25.5 (2.1)	20.6 (2.2)
Coast Guard	White	13.0 (0.6)*#	7.7 (0.6)*
	Black	8.8 (1.0)	5.4 (0.9)
	Hispanic	7.3 (1.0)	6.5 (1.2)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?			
	White	23.3 (0.6)	21.4 (0.7)#
	Black	23.3 (1.8)	19.0 (2.0)
	Hispanic	20.7 (1.8)	15.4 (1.7)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 6,405 interviews for males.
[b]Estimates are based on 3,798 interviews for females.

*Differences between white and black youth were statistically significant at the p=.05 level.
#Differences between white and Hispanic youth were statistically significant at the p=.05 level.
+Differences between black and Hispanic youth were statistically significant at the p=.05 level.

Source: Q402, Q714, Q715, Q616B, Q617F, and Q608.

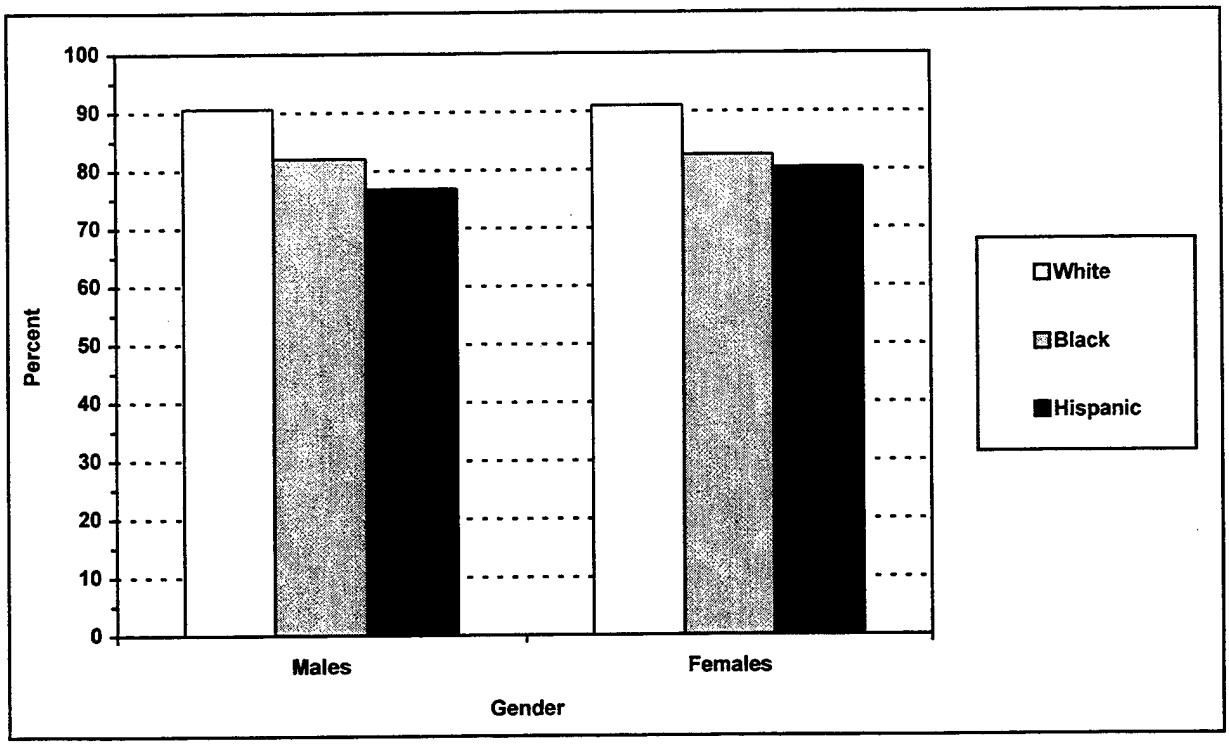

Figure 5-7A. Fall 1996 YATS - Unaided Advertising Awareness, by Race/Ethnicity and Gender

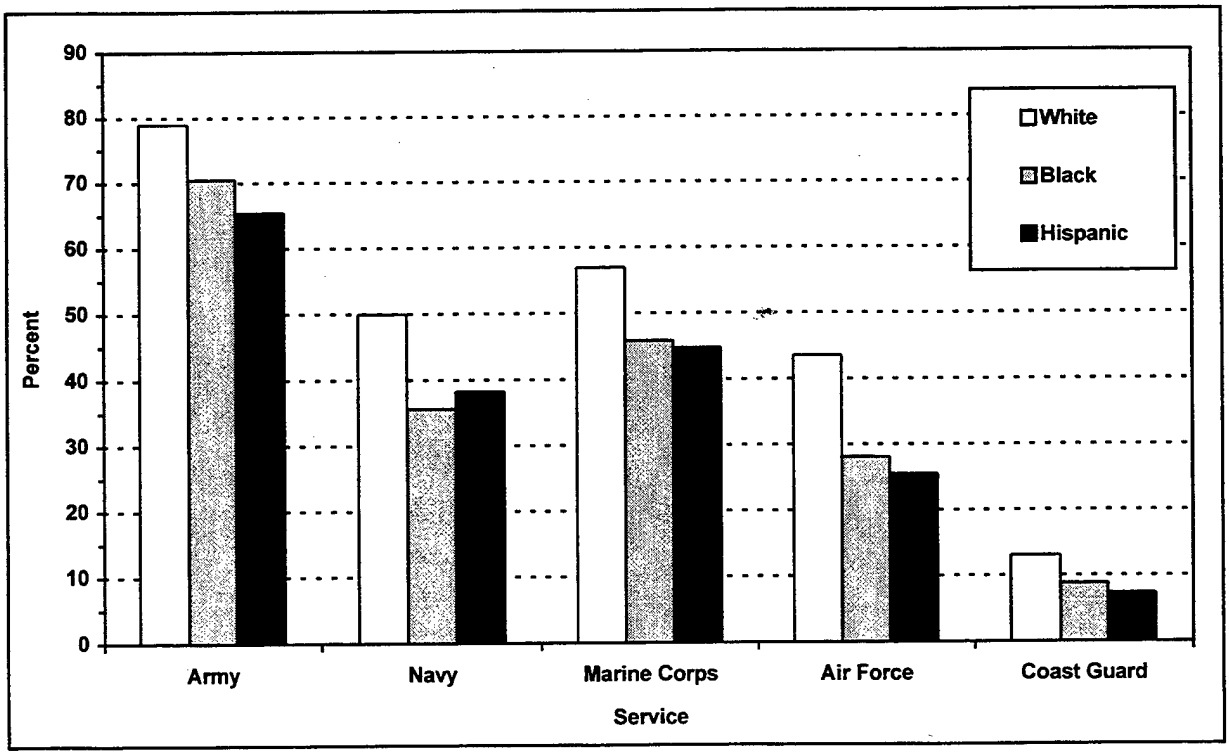

Figure 5-7B. Fall 1996 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Race/Ethnicity

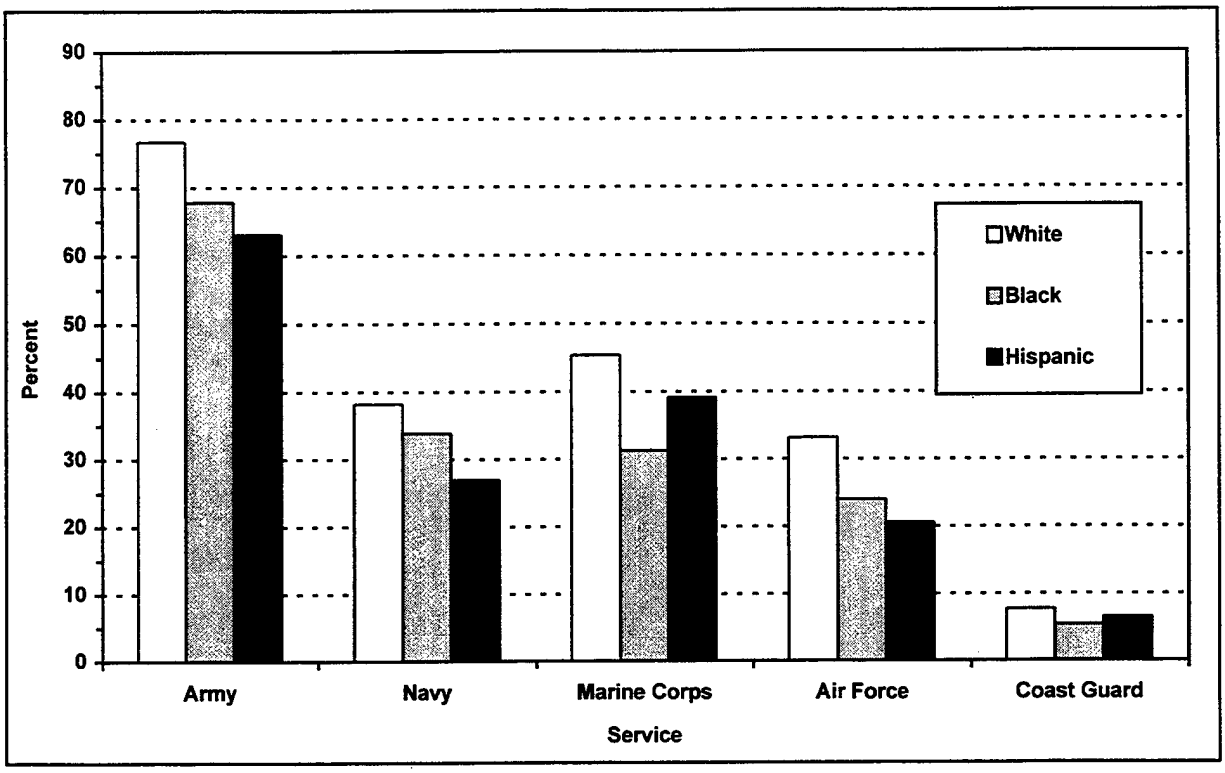

Figure 5-7C. Fall 1996 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Race/Ethnicity

Advertising Recall and Region. Advertising awareness by region and gender is presented in Table 5-8 and Figures 5-8A through 5-8C. For males and females, general advertising awareness is significantly higher among youth from the North Central region (males-90.7 percent, females-90.9 percent) than youth from the other three regions. In general, recall of specific Service advertising was also highest among youth from the North Central region, although regional differences were not always significant. Recall of Army advertising was significantly higher among both males and females from the North Central region compared to other regions, and recall of Air Force advertising was also significantly higher among males from the North Central region.

Table 5-8. Fall 1996 YATS - Unaided Advertising Awareness, by Region and Gender

		Males[a]	Females[b]
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
	Northeast	85.0 (1.2)*	85.3 (1.7)*
	North Central	90.7 (0.7)@&	90.9 (0.9)@&
	South	86.8 (0.8)	87.4 (1.1)
	West	85.5 (1.0)	86.0 (1.2)
If yes, for which Military Services did you see this kind of advertising?			
Army	Northeast	74.4 (1.7)*	71.0 (1.8)*
	North Central	80.0 (1.0)@&	78.5 (1.6)@&
	South	75.0 (1.0)	72.8 (1.3)
	West	72.8 (1.3)	68.7 (1.8)
Navy	Northeast	46.6 (1.8)	30.7 (2.2)*#+
	North Central	49.6 (1.1) @&	37.1 (1.9)
	South	45.0 (1.2)	37.1 (1.5)
	West	43.4 (1.2)	36.0 (1.5)
Marine Corps	Northeast	51.9 (1.4)*	39.6 (2.4)
	North Central	57.2 (1.3)@	42.4 (1.7)
	South	50.7 (1.1)^	42.3 (1.6)
	West	54.2 (1.2)	41.8 (1.9)
Air Force	Northeast	35.6 (1.6)*	28.3 (1.8)
	North Central	42.7 (1.2)@&	32.4 (1.5)&
	South	38.1 (1.3)	30.1 (1.5)
	West	36.4 (1.4)	26.7 (1.7)
Coast Guard	Northeast	11.9 (1.0)	7.7 (1.2)
	North Central	10.5 (0.8)	6.7 (0.8)
	South	12.0 (0.7)	6.9 (0.7)
	West	11.5 (0.8)	7.2 (1.0)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?			
	Northeast	19.8 (1.2)*#+	17.7 (1.5)*
	North Central	23.3 (1.2)	21.7 (1.3)
	South	23.2 (1.1)	19.1 (1.2)
	West	23.3 (1.3)	21.2 (1.6)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 6,405 interviews for males.

[b]Estimates are based on 3,798 interviews for females.

*Differences between youth from the Northeast and North Central regions were statistically significant at the p=.05 level.

#Differences between youth from the Northeast and South were statistically significant at the p=.05 level.

+Differences between youth from the Northeast and West were statistically significant at the p=.05 level.

@Differences between youth from the North Central and South were statistically significant at the p=.05 level.

&Differences between youth from the North Central and West were statistically significant at the p=.05 level.

^Differences between youth from the South and West were statistically significant at the p=.05 level.

Source: Q402, REGION, Q616B, Q617F, and Q608.

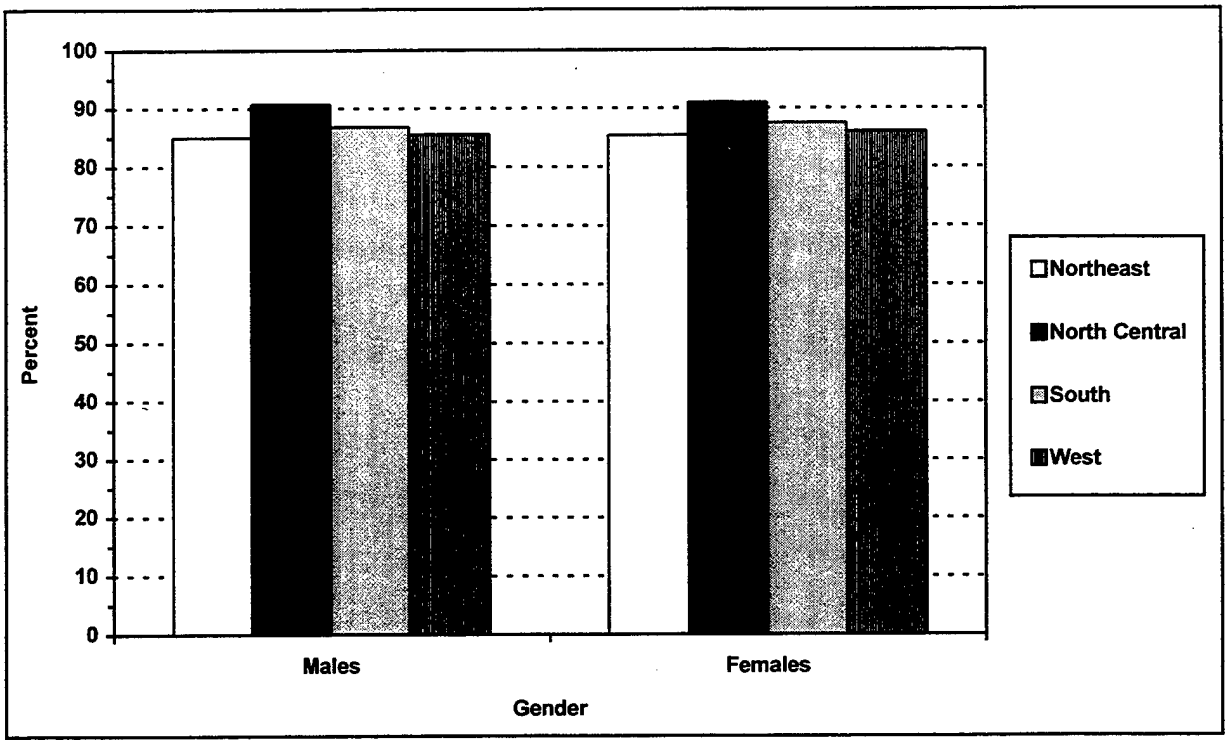

Figure 5-8A. Fall 1996 YATS - Unaided Advertising Awareness, by Region and Gender

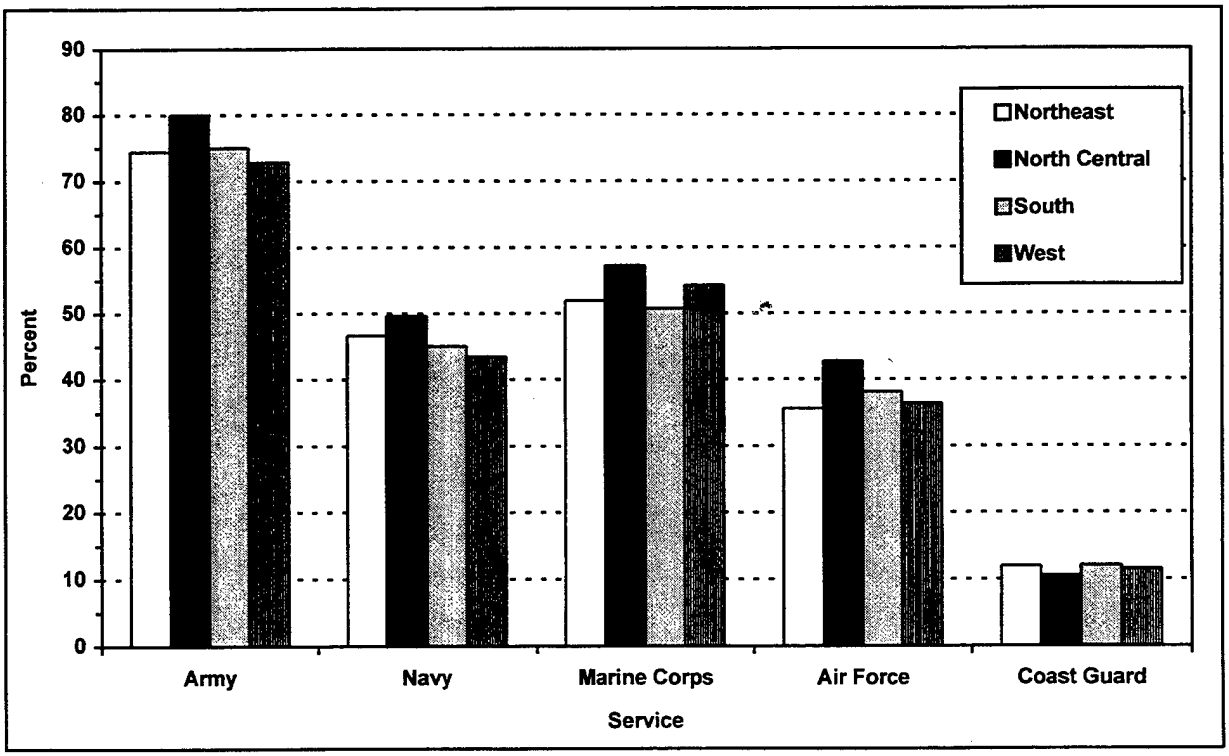

Figure 5-8B. Fall 1996 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Region

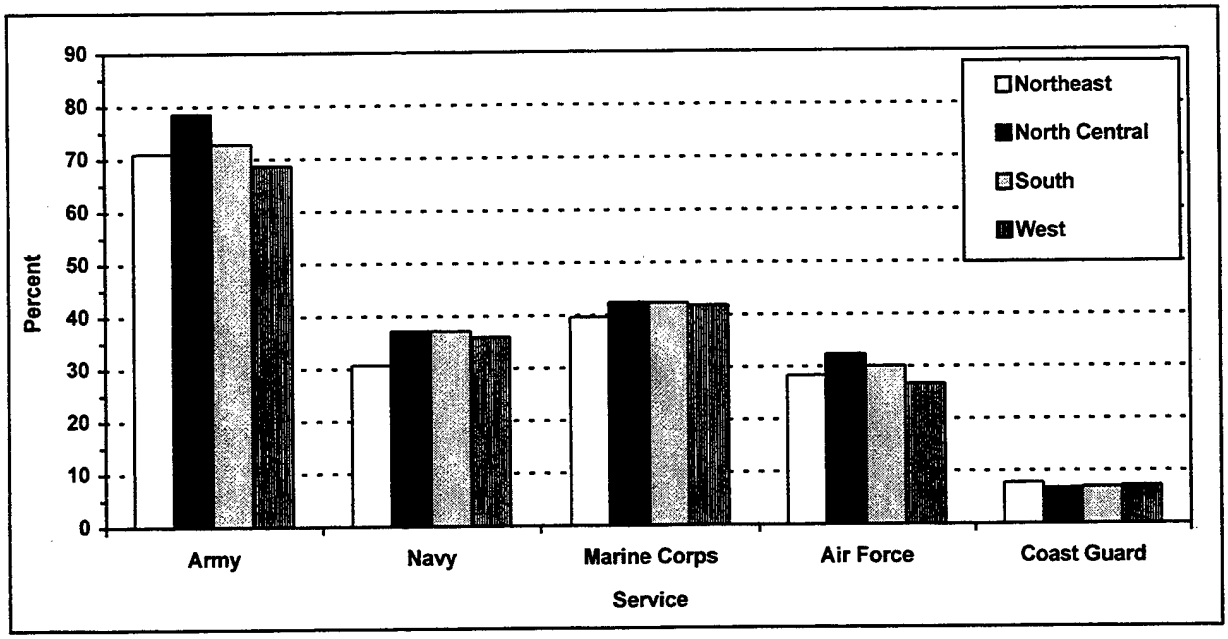

Figure 5-8C. Fall 1996 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Region

Advertising Awareness and Recruiter Contact

Contact with a recruiter may occur in several ways but is most often initiated by recruiters. The two most common forms of recruiter-initiated contact are telephone calls to prospects and recruiter visits to high schools. Almost 70 percent of the reported initial contacts between a youth and a recruiter in 1996 were of these two types. A very small percentage of respondents report that they initiated the contact with a recruiter, such as calling a recruiter or visiting a recruiter station. During the 1996 YATS interview, respondents were asked:

Within the past year, have you talked to a military recruiter?

General and Joint Service Advertising. Table 5-9 presents recruiter contact rates by general advertising awareness (Figure 5-9A) and recall of Joint Service advertising (Figure 5-9B). The table shows the percent of youth who have had contact with a recruiter in the past year among those who recalled military advertising and among those who did not recall military advertising. For example, of the youth who recalled military advertising, 30.6 percent of males and 23.0 percent of females also had contact with a recruiter during the past year. Recruiter contact rates were significantly greater among youth who recalled military advertising than among youth who did not. Thus, there is a significant correlation between recruiter contact and recall of general military advertising. The data also suggest that recruiter contact is correlated to Joint Service advertising, though the relationship is not statistically significant among females.

Table 5-9. Fall 1996 YATS - Recruiter Contact by Advertising Awareness and Gender

	Percent Contacting a Recruiter in the Past Year	
Any Military Advertising	Males	Females
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
Yes[a]	30.6 (0.8)*	23.0 (1.0)*
No[b]	21.0 (2.4)	13.7 (2.9)
Joint Service Advertising		
Do you recall seeing or hearing any advertising for the U.S. Armed Forces in which all the Services were represented?		
Yes[c]	33.7 (2.0)*	24.5 (2.0)
No[d]	28.3 (0.9)	20.9 (1.1)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 2,819 interviews for males and 1,712 for females.

[b]Estimates are based on 365 interviews for males and 193 for females.

[c]Estimates are based on 706 interviews for males and 380 for females.

[d]Estimates are based on 2,437 interviews for males and 1,499 for females.

*Differences between those who did recall advertising and those who did not were statistically significant at the p=.05 level.

Source: Q402, Q616B, and Q628A.

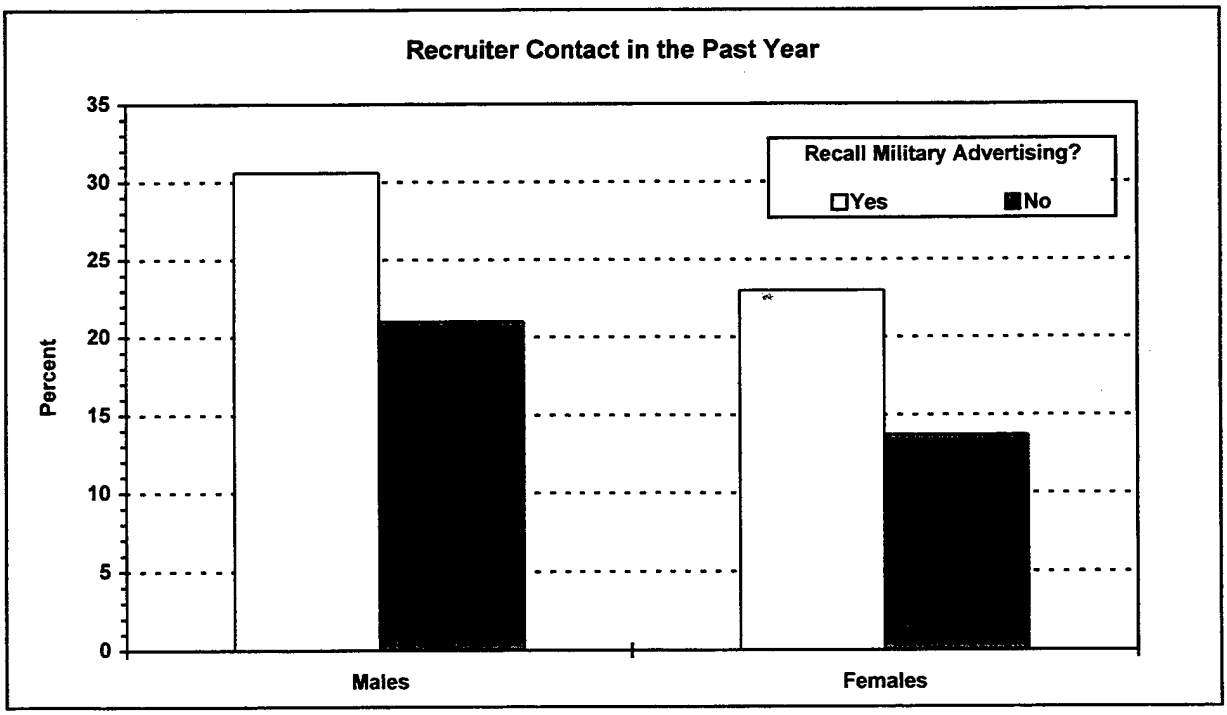

Figure 5-9A. Fall 1996 YATS - Recruiter Contact, by Advertising Awareness and Gender

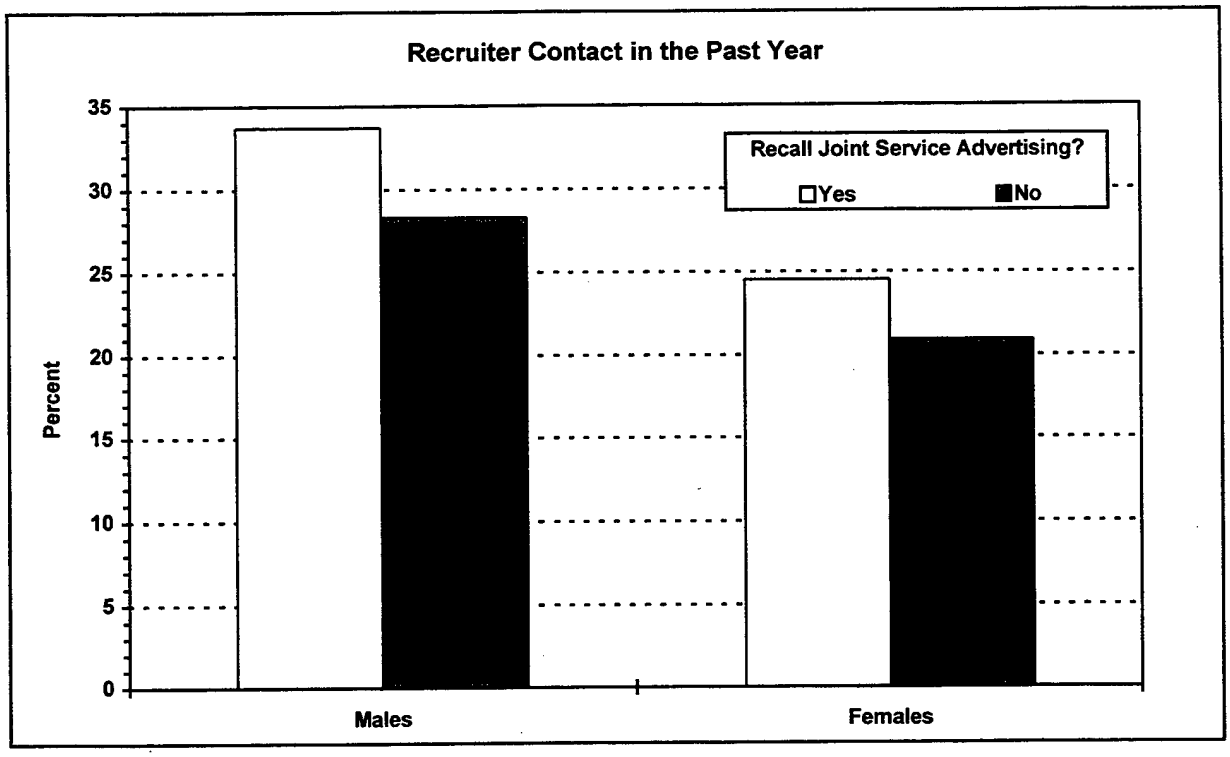

Figure 5-9B. Fall 1996 YATS - Recruiter Contact, by Joint Service Advertising Awareness and Gender

Service-Specific Advertising. Table 5-10 and Figures 5-10A through 5-10D relate Service-specific advertising recall to recruiter contact. Youth are classified into those who do or do not recall advertising for a specific Service. Each page of the table corresponds to a specific Service and shows, by gender, (1) the percent of youth who had contact with any Service recruiter in the past year, and (2) the percent of youth who had contact with a recruiter from the same Service for which they recalled advertising. For example, of those youth who recalled Army advertising, 31.2 percent of males and 23.8 percent of females reported having contact with a recruiter from any Service (including Army) in the past year, and 15.1 percent of males and 12.4 percent of females had contact with an Army recruiter during the year. Those who are included as not recalling Army advertising may have recalled military advertising of another Service.

In all but one case (females responding to Coast Guard advertising), a significantly higher percentage of youth who recalled advertising for a specific Service also had contact with a recruiter from <u>any</u> Service compared with youth who did not recall advertising for that specific Service. The relationship between recalling a specific Service's advertising and contact with a recruiter from that Service is stronger than the relationship between recall of that Service's advertising and contact with <u>any</u> recruiter. That is, the ratios of the percentage of youth who recalled specific Service advertising to those who did not are larger for specific Service recruiter contacts (1.8-11.3) than for contacts with any

recruiter (1.2-1.4). Consider, for example, males who did or did not recall Army advertising. The ratio for contact of any recruiter is 31.2/23.9 or 1.3, while the ratio for contact of an Army recruiter is 15.1/8.5 or 1.8.

This analysis indicates clearly that advertising awareness and recruiter contact are related, but does not tell us which is the cause, and which the result. It seems likely the causal relationship works both ways: people who remember hearing or seeing recruiting advertising are more likely to talk to a recruiter. And people who have talked to a recruiter are more likely to be aware of recruiting advertising. Or other factors, such as contact with friends in the military, may increase a person's interest in military service, resulting in both recruiter contact and advertising awareness.

Table 5-10. Fall 1996 YATS - Recruiter Contact by Service-Specific Advertising Awareness and Gender

		Males	
		Percent Contacting a Recruiter in the Past Year	Percent Contacting an Army Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
If yes, for which Military Service did you see this kind of advertising?	Army		
Yes, Recalled Army advertising[a]		31.2 (0.9)*	15.1 (0.8)*
No, Did not recall Army advertising[b]		23.9 (1.5)	8.5 (1.1)

		Females	
		Percent Contacting a Recruiter in the Past Year	Percent Contacting an Army Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
If yes, for which Military Service did you see this kind of advertising?	Army		
Yes, Recalled Army advertising[c]		23.8 (1.0)*	12.4 (0.9)*
No, Did not recall Army advertising[d]		16.5 (1.9)	6.3 (1.1)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 2,479 interviews.
[b]Estimates are based on 724 interviews.
[c]Estimates are based on 1,414 interviews.
[d]Estimates are based on 510 interviews.

*Differences between those who did recall advertising and those who did not were statistically significant at the p=.05 level.

Source: Q402, Q616B, Q617F, Q628, Q628A, and Q629A.

Table 5-10. Fall 1996 YATS - Recruiter Contact by Service-Specific Advertising Awareness and Gender (continued)

		Males	
		Percent Contacting a Recruiter in the Past Year	Percent Contacting a Navy Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
If yes, for which Military Service did you see this kind of advertising?	Navy		
Yes, Recalled Navy advertising[a]		32.3 (1.1)*	11.3 (0.9)*
No, Did not recall Navy advertising[b]		27.0 (1.2)	4.1 (0.5)

		Females	
		Percent Contacting a Recruiter in the Past Year	Percent Contacting a Navy Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
If yes, for which Military Service did you see this kind of advertising?	Navy		
Yes, Recalled Navy advertising[c]		25.1 (1.7)*	7.3 (1.0)*
No, Did not recall Navy advertising[d]		19.9 (1.3)	3.7 (0.6)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,506 interviews.
[b]Estimates are based on 1,697 interviews.
[c]Estimates are based on 720 interviews.
[d]Estimates are based on 1,204 interviews.

*Differences between those who did recall advertising and those who did not were statistically significant at the p=.05 level.

Source: Q402, Q616B, Q617F, Q628, Q628A, and Q629A.

Table 5-10. Fall 1996 YATS - Recruiter Contact by Service-Specific Advertising Awareness and Gender (continued)

	Males	
	Percent Contacting a Recruiter in the Past Year	Percent Contacting a Marine Corps Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising? Marine Corps		
Yes, Recalled Marine Corps advertising[a]	32.3 (1.1)*	13.8 (0.8)*
No, Did not recall Marine Corps advertising[b]	26.1 (1.3)	5.7 (0.7)

	Females	
	Percent Contacting a Recruiter in the Past Year	Percent Contacting a Marine Corps Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising? Marine Corps		
Yes, Recalled Marine Corps advertising[c]	24.7 (1.5)*	8.4 (0.9)*
No, Did not recall Marine Corps advertising[d]	19.6 (1.4)	1.7 (0.4)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,759 interviews.
[b]Estimates are based on 1,444 interviews.
[c]Estimates are based on 824 interviews.
[d]Estimates are based on 1,100 interviews.

*Differences between those who did recall advertising and those who did not were statistically significant at the p=.05 level.

Source: Q402, Q616B, Q617F, Q628, Q628A, and Q629A.

Table 5-10. Fall 1996 YATS - Recruiter Contact by Service-Specific Advertising Awareness and Gender (continued)

	Males	
	Percent Contacting a Recruiter in the Past Year	Percent Contacting an Air Force Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising? Air Force		
Yes, Recalled Air Force advertising[a]	33.4 (1.4)*	7.8 (0.8)*
No, Did not recall Air Force advertising[b]	26.9 (1.0)	2.5 (0.4)

	Females	
	Percent Contacting a Recruiter in the Past Year	Percent Contacting an Air Force Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising? Air Force		
Yes, Recalled Air Force advertising[c]	25.4 (2.0)*	8.7 (1.1)*
No, Did not recall Air Force advertising[d]	20.2 (1.2)	2.3 (0.4)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,282 interviews.
[b]Estimates are based on 1,921 interviews.
[c]Estimates are based on 573 interviews.
[d]Estimates are based on 1,351 interviews.

*Differences between those who did recall advertising and those who did not were statistically significant at the p=.05 level.

Source: Q402, Q616B, Q617F, Q628, Q628A, and Q629A.

Table 5-10. Fall 1996 YATS - Recruiter Contact by Service-Specific Advertising Awareness and Gender (continued)

	Males	
	Percent Contacting a Recruiter in the Past Year	Percent Contacting a Coast Guard Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising? Coast Guard		
Yes, Recalled Coast Guard advertising[a]	35.3 (1.9)*	1.9 (0.7)*
No, Did not recall Coast Guard advertising[b]	28.6 (0.8)	0.4 (0.1)

	Females	
	Percent Contacting a Recruiter in the Past Year	Percent Contacting a Coast Guard Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising? Coast Guard		
Yes, Recalled Coast Guard advertising[c]	27.3 (3.8)	3.4 (1.5)*
No, Did not recall Coast Guard advertising[d]	21.3 (1.0)	0.3 (0.2)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 379 interviews.
[b]Estimates are based on 2,824 interviews.
[c]Estimates are based on 139 interviews.
[d]Estimates are based on 1,785 interviews.

*Differences between those who did recall advertising and those who did not were statistically significant at the p=.05 level.

Source: Q402, Q616B, Q617F, Q628, Q628A, and Q629A.

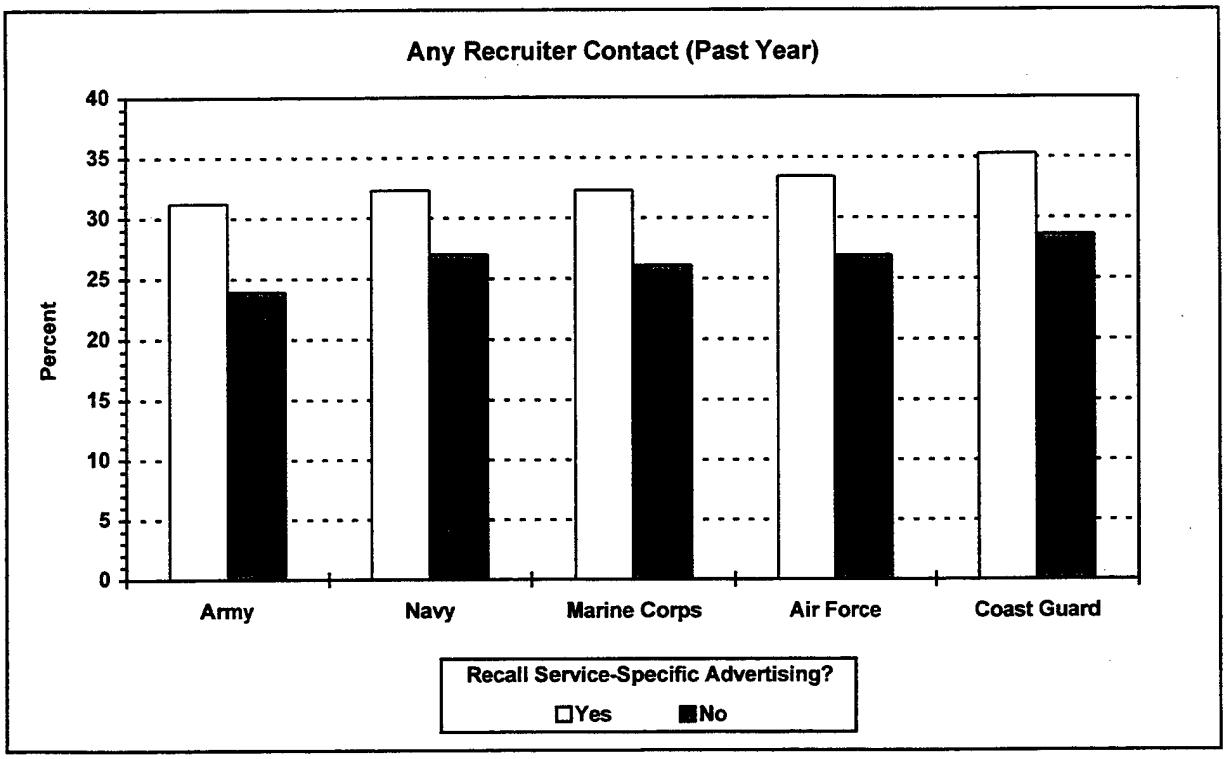

Figure 5-10A. Fall 1996 YATS - Any Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Males

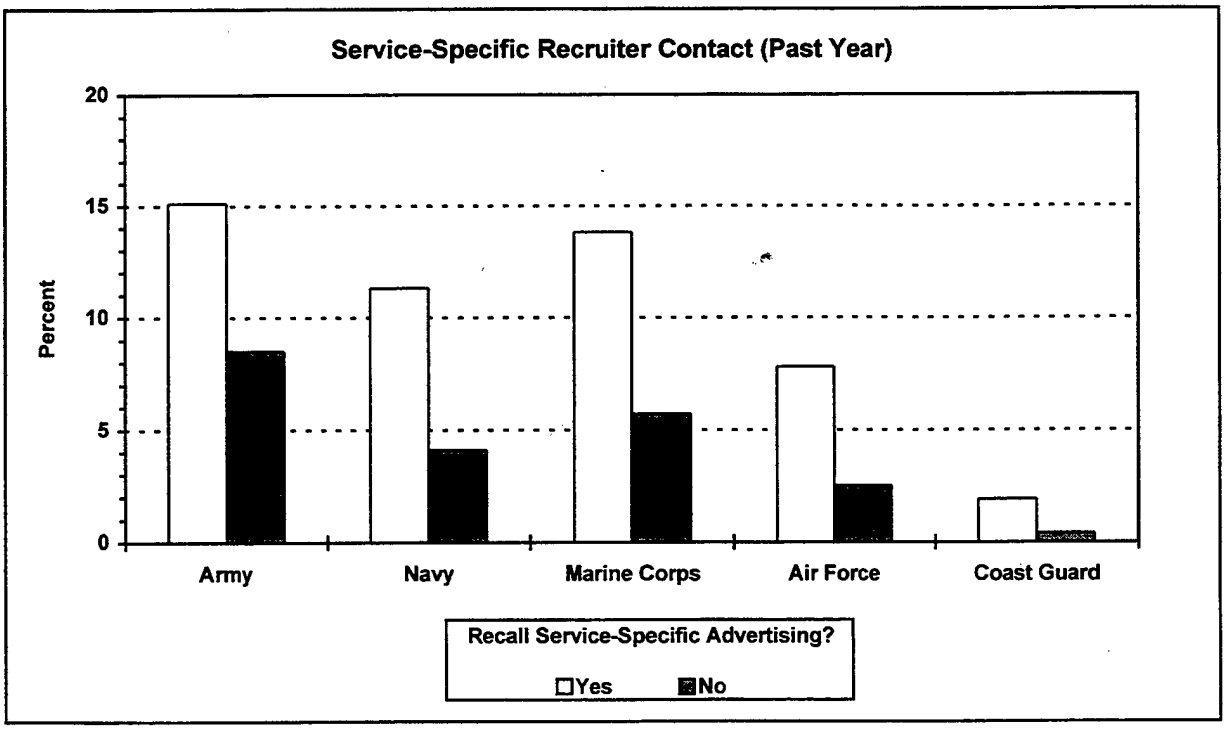

Figure 5-10B. Fall 1996 YATS - Service-Specific Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Males

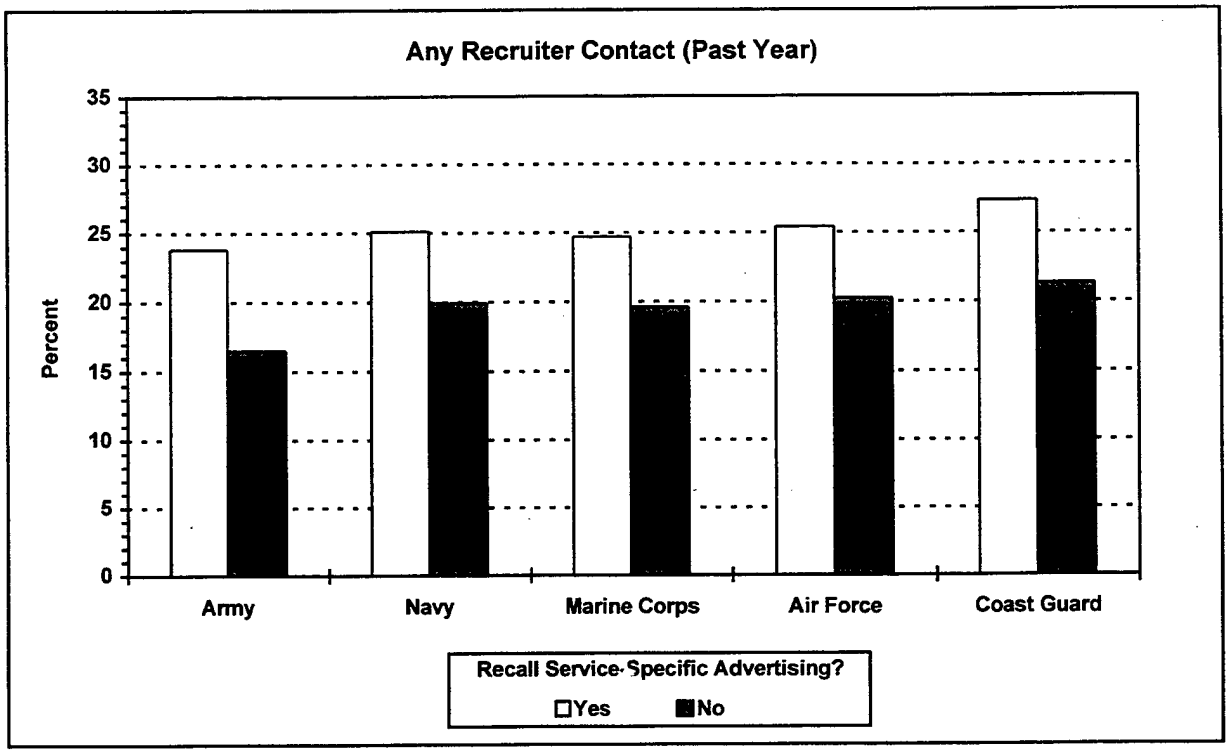

Figure 5-10C. Fall 1996 YATS - Any Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Females

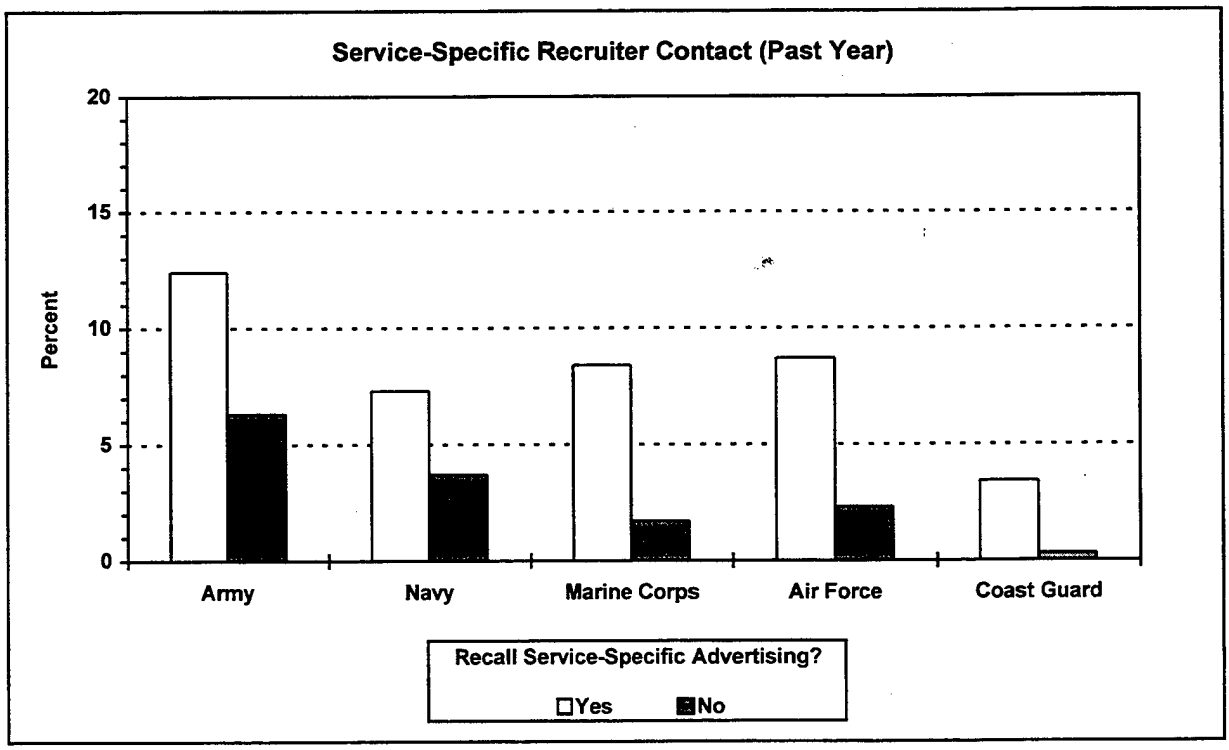

Figure 5-10D. Fall 1996 YATS - Service-Specific Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Females

Summary of Military Advertising Awareness

Military advertising awareness is measured in YATS by asking youth if they recall seeing or hearing any military advertising in the past year. Those with positive recall were asked which Service advertising they had seen or heard. After a significant increase in advertising awareness among males in 1995, awareness remained at the same level in 1996. Among females, a consistent and significant increase in awareness between 1994 and 1996 has brought awareness to the same level as that of males. Approximately 87.1 percent of males and 87.7 percent of females recalled military advertising in 1996.

Although there was no difference in general advertising awareness among males and females, the recall of Service-specific advertising was greater among males than females. Recall of Army advertising by males (75.6 percent) and females (73.2 percent) was higher than any other Service in 1996 and Marine Corps advertising recall was next highest among youth (males-53.3 percent, females-41.7 percent). Recall of Coast Guard advertising remains the lowest of all the Services. Recall levels were closest between Navy and Air Force advertising, but recall of Navy advertising continues to be significantly higher.

Respondents were also asked if they remembered hearing or seeing Joint Service advertising--advertising which names each Service. In 1996, 22.7 percent of males and 19.9 percent of females recalled Joint Service advertising, and the difference is statistically significant.

Advertising awareness was also analyzed within various sociodemographic factors. Age-related differences in general advertising awareness were significant among females, but not males. Advertising recall increases for males and females as the level of educational achievement increases within two groups--students and non-students. Among males, advertising recall is highest among postsecondary and graduate students; among females, recall is highest among college graduates. In general, advertising awareness is significantly higher among whites than blacks and Hispanics. For males, awareness among blacks is also significantly higher than awareness among Hispanics. The data also show that youth from the North Central region express higher levels of advertising awareness than youth from the other three regions.

Recruiter contact was found to be correlated with advertising recall: significantly more youth who recalled military advertising had also talked to a recruiter in the past year compared to youth who did not recall advertising. The strong relationship between recall of a specific Service's advertising and contact with a recruiter from that Service, which was reported in earlier YATS studies, continues in 1996.

These findings on advertising awareness from YATS are a small subset of data collected each year on the Services' advertising campaigns. Although these findings are very general, it is hoped that they may shed some light in evaluating the effectiveness of military advertising campaigns.

6. RECOGNITION OF SERVICE ADVERTISING SLOGANS

The military Services rely on their military advertising campaigns each year to create awareness of their Service and reach the American youth. By presenting a professional and exciting image of their Service, recruiting officials hope to attract a certain number of qualified men and women to outfit today's Army, Navy, Marine Corps, Air Force, and Coast Guard. One element of a Service's advertising campaign is military slogans. Recognition of these slogans can provide invaluable feedback to recruiting officials who are interested in analyzing the success of their campaign.[1] This chapter presents trends in slogan recognition among men and women who participated in the YATS study between 1991 and 1996. Following trends results, more detailed findings related to slogan recognition in 1996 are presented, including correct recognition by age and findings on incorrect recognition. All findings are presented separately for males and females.

Each year, all YATS respondents are asked:

Now, I am going to mention some slogans used in military advertising. After I read each slogan, please tell me which Service has used it. Which Service used the slogan: "_____"?

Actual Service slogans were read to respondents except where the name of the Service was included in the slogans. In those cases, the Service name was replaced with the word "Blank." The 12 slogans queried during the 1996 YATS interview included two Army, three Navy, two Marine Corps, one Air Force, one Coast Guard, two Reserve slogans, and a Joint Service slogan. This is the first year the Navy slogan *Let the Journey Begin* has appeared. The 12 slogans appear in Tables 6-1 through 6-4. Thirteen different response categories were tabulated, which included active, Reserve, and National Guard components of the Army, Navy, Marine Corps, Air Force, and Coast Guard, along with a Joint Service category. Estimates that appear in tables and figures in this chapter are rounded to the nearest whole number.

[1] Although correct slogan recognition can be an indicator of successful advertising, it should be remembered that the primary goal of military advertising is to create awareness and interest in military service, not to increase slogan recognition.

Historical Trends in Slogan Recognition

Tables 6-1 and 6-2 present the percentage, by year, of males and females who correctly identified the military advertising slogans which were asked during 1991 to 1996. The tables are annotated to designate estimates that are significantly different from the corresponding 1996 estimate. Figure 6-1 (males) and Figure 6-2 (females) illustrate trends in correct slogan recognition for the seven slogans which have been asked for all six years. Five slogans are included in Tables 6-1 and 6-2, but not shown in Figures 6-1 and 6-2: the new Navy slogan, the Marine Corps slogan omitted from YATS in 1992 and 1993, the Joint Service slogan introduced in 1995, and two Reserve and National Guard slogans.

Figure 6-1 shows the Army slogan *Be All You Can Be* and the Air Force slogan *Aim High* continue to be the two military slogans most correctly identified by young males. Recognition of *Be All You Can Be* has remained steady since 1994, but recognition of *Aim High* has dropped significantly from 87 percent in 1994 to 80 percent in 1996. The Marine Corps slogan *The Few. The Proud* is the third most recognized slogan among males, although recognition has dropped from 83 percent in 1991 to 75 percent in 1996. These three slogans are clustered at the 75-90 percent recognition level as seen in Figure 6-1.

The second cluster of slogans appears at the 50-60 percent recognition level and includes the Army slogan *Get an Edge on Life* and the Navy slogan *You and the ____. Full Speed Ahead.* Recognition of *Get an Edge on Life* dropped significantly in 1996 to 53 percent after increasing consistently from 52 percent in 1993 to 59 percent in 1995. Recognition of *You and the ____. Full Speed Ahead* seems to have stabilized somewhat in 1996 at 54 percent after increasing from 45 percent to 56 percent between 1992 and 1995.

Recognition of the Navy slogan *It's Not Just a Job. It's an Adventure,* (which has not been used in advertising since 1988) dropped significantly in 1996 (18 percent) after showing a positive trend from 1992 to 1995. Table 6-1 also shows that only a small percentage of the youth correctly identified the Coast Guard, Reserve, National Guard, and Joint Service slogans.

Table 6-2 and Figure 6-2 present similar data for slogan recognition among females. In general, recognition levels among females are lower than among males. Although recognition levels among females are not clustered as they are for males, the rank order of slogan recognition is similar for males and females.

Trends in recognition among males and females which are similar across the 6-year period include:

- Recognition of the Army slogan *Be All You Can Be* has remained steady over the 6-year period for males (87 to 90 percent) and females (86 to 89 percent) and continues to be the most recognized military slogan.

- After a gradual increase from 1993 to 1995 for the Army slogan *Get An Edge on Life*, recognition decreased significantly in 1996 from 59 to 53 percent of males and 53 to 47 percent of females. This was the largest decrease in 1996 among all slogans.

- Recognition of both Navy slogans *You and the ___. Full Speed Ahead* and *It's Not Just a Job. It's an Adventure* showed positive trends from 1991 to 1995 before stabilizing or decreasing in 1996.

- Correct identification of both Marine Corps slogans decreased significantly over the period. Recognition of *The Few. The Proud* dropped from 83 to 75 percent of males, and from 65 to 47 percent of females. Recognition of *We're Looking For a Few Good Men* decreased from 71 to 60 percent of males and from 46 to 35 percent of females.

- Recognition of the Air Force slogan *Aim High* decreased from 89 to 80 percent of males and 73 to 63 percent of females during the 6-year period.

- Recognition of the Coast Guard slogan *Be Part of the Action*, which has always been low, decreased again in 1996 for males and females.

In general, slogan recognition decreased for males and females between 1995 and 1996. Of the seven slogans displayed in Figures 6-1 and 6-2, recognition decreased for five of these slogans among males and four of the slogans among females in 1996. None of the slogans showed an increase in recognition for 1996.

Table 6-1. Fall 1996 YATS - Percentage of Correct Slogan Recognition Among Males, 1991-1996

Slogan/Response	Year					
	1991[a]	1992[b]	1993[c]	1994[d]	1995[e]	1996[f]
"Be All You Can Be."						
Army	87 (0.8)*	89 (0.7)	87 (0.7)*	89 (0.7)	90 (0.3)	**90 (0.3)**
"Get an Edge on Life."						
Army	55 (1.0)	64 (1.0)*	52 (0.8)	57 (0.8)*	59 (0.5)*	**53 (0.6)**
"___. It's Not Just a Job. It's an Adventure!"						
Navy	14 (0.7)*	12 (0.6)*	15 (0.8)*	15 (0.6)*	20 (0.5)*	**18 (0.5)**
"You and the ___. Full Speed Ahead."						
Navy	46 (1.0)*	45 (0.9)*	49 (1.0)*	53 (0.8)	56 (0.7)	**54 (0.8)**
"___. Let the Journey Begin."						
Navy	n/a	n/a	n/a	n/a	n/a	**21 (0.5)**
"The Few. The Proud. ___."						
Marine Corps	83 (0.8)*	82 (0.7)*	79 (0.8)*	78 (0.8)*	77 (0.6)*	**75 (0.6)**
"We're Looking For a Few Good Men."						
Marine Corps	71 (1.0)*	n/a	n/a	61 (0.9)	64 (0.6)*	**60 (0.7)**
"Aim High. ___."						
Air Force	89 (0.6)*	88 (0.7)*	87 (0.7)*	87 (0.6)*	84 (0.5)*	**80 (0.5)**
"Be Part of the Action."						
Coast Guard	5 (0.4)*	5 (0.4)*	2 (0.3)	3 (0.3)*	3 (0.2)*	**2 (0.2)**
"Make It Happen."						
Joint Service	n/a	n/a	n/a	n/a	0 (NA)	**0 (NA)**
"It's a Great Way to Serve."						
Air Force Reserve	n/a	n/a	0 (NA)	0 (NA)	0 (NA)	**0 (NA)**
"Americans at Their Best."						
Army National Guard	n/a	n/a	1 (0.2)*	2 (0.2)	2 (0.2)	**2 (0.2)**
Air National Guard	n/a	n/a	0 (NA)	0 (NA)	0 (NA)	**0 (NA)**

Note: Tabled values are percentages with standard errors in parentheses.

n/a - Slogan was not asked during this administration.

[a]Estimates are based on 3,174 interviews.
[b]Estimates are based on 3,560 interviews.
[c]Estimates are based on 3,390 interviews.
[d]Estimates are based on 4,231 interviews.
[e]Estimates are based on 7,060 interviews.
[f]Estimates are based on 6,405 interviews.
*Difference between 1996 estimate was statistically significant at the p=.05 level.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q615I, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

Table 6-2. Fall 1996 YATS - Percentage of Correct Slogan Recognition Among Females, 1991-1996

Slogan/Response	Year					
	1991[a]	1992[b]	1993[c]	1994[d]	1995[e]	**1996[f]**
"Be All You Can Be."						
Army	87 (1.0)	89 (0.9)	86 (1.0)	86 (0.9)	88 (0.6)	**87 (0.6)**
"Get an Edge on Life."						
Army	47 (1.3)*	57 (1.3)*	47 (1.4)	49 (1.3)*	53 (0.9)*	**47 (1.0)**
"___. It's Not Just a Job. It's an Adventure!"						
Navy	11 (0.9)	9 (0.9)*	10 (0.9)*	11 (0.9)	13 (0.6)	**13 (0.6)**
"You and the ___. Full Speed Ahead."						
Navy	36 (1.3)*	31 (1.2)*	31 (1.3)*	36 (1.3)*	39 (0.8)*	**36 (0.8)**
"___. Let the Journey Begin. "						
Navy	n/a	n/a	n/a	n/a	n/a	**13 (0.7)**
"The Few. The Proud. ___."						
Marine Corps	65 (1.6)*	58 (1.3)*	58 (1.2)*	52 (1.0)*	49 (0.8)	**47 (0.8)**
"We're Looking For a Few Good Men."						
Marine Corps	46 (1.5)*	n/a	n/a	37 (1.1)	35 (0.9)	**35 (0.8)**
"Aim High. ___."						
Air Force	73 (1.1)*	70 (1.2)*	71 (1.1)*	69 (1.3)*	67 (0.9)*	**63 (0.8)**
"Be Part of the Action."						
Coast Guard	3 (0.6)	3 (0.5)*	1 (0.3)	2 (0.3)*	2 (0.2)*	**1 (0.2)**
"Make It Happen."						
Joint Service	n/a	n/a	n/a	n/a	1 (0.1)	**1 (0.1)**
"It's a Great Way to Serve."						
Air Force Reserve	n/a	n/a	0 (NA)	0 (NA)	0 (NA)	**0 (NA)**
"Americans at Their Best."						
Army National Guard	n/a	n/a	1 (0.2)	1 (0.2)	1 (0.2)	**1 (0.2)**
Air National Guard	n/a	n/a	0 (NA)	0 (NA)	0 (NA)	**0 (NA)**

Note: Tabled values are percentages with standard errors in parentheses.

n/a - Slogan was not asked during this administration.

[a]Estimates are based on 1,719 interviews.
[b]Estimates are based on 2,014 interviews.
[c]Estimates are based on 1,811 interviews.
[d]Estimates are based on 2,303 interviews.
[e]Estimates are based on 3,723 interviews.
[f]Estimates are based on 3,798 interviews.
*Difference between 1996 estimate was statistically significant at the p=.05 level.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q615I, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

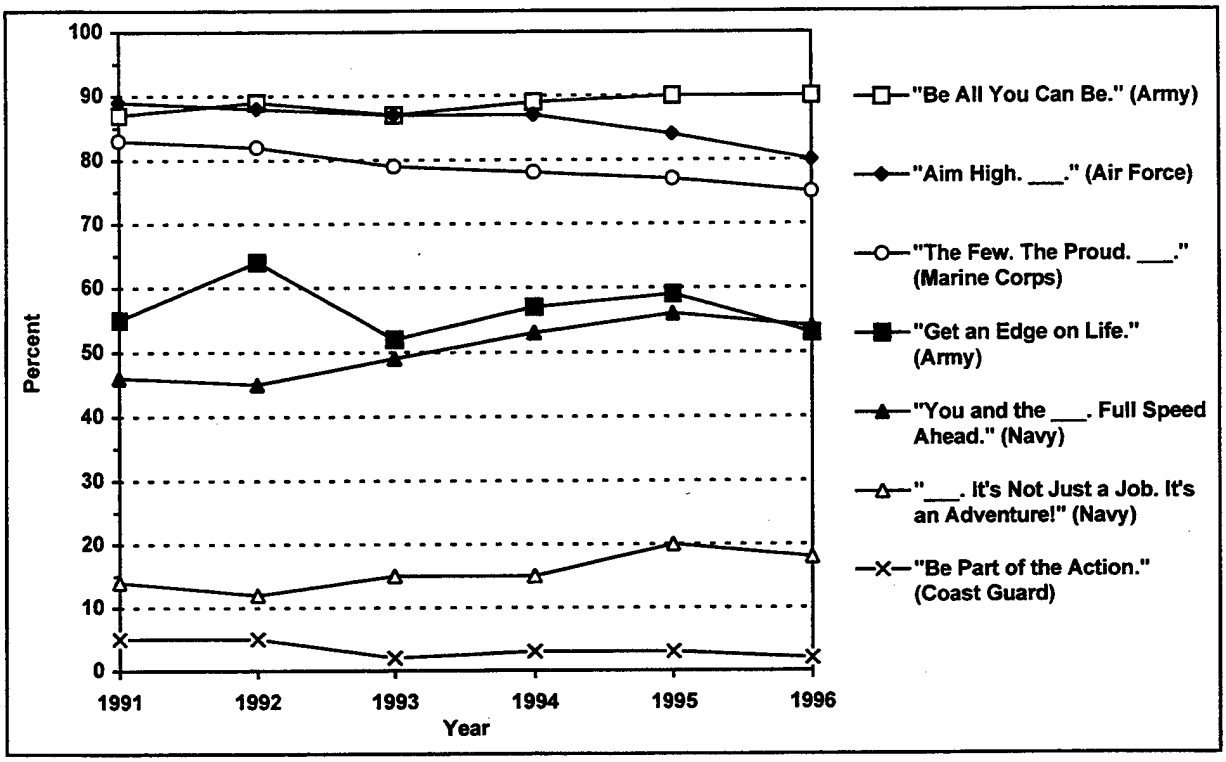

Figure 6-1. Fall 1996 YATS - Percentage of Correct Slogan Recognition Among Males, 1991-1996

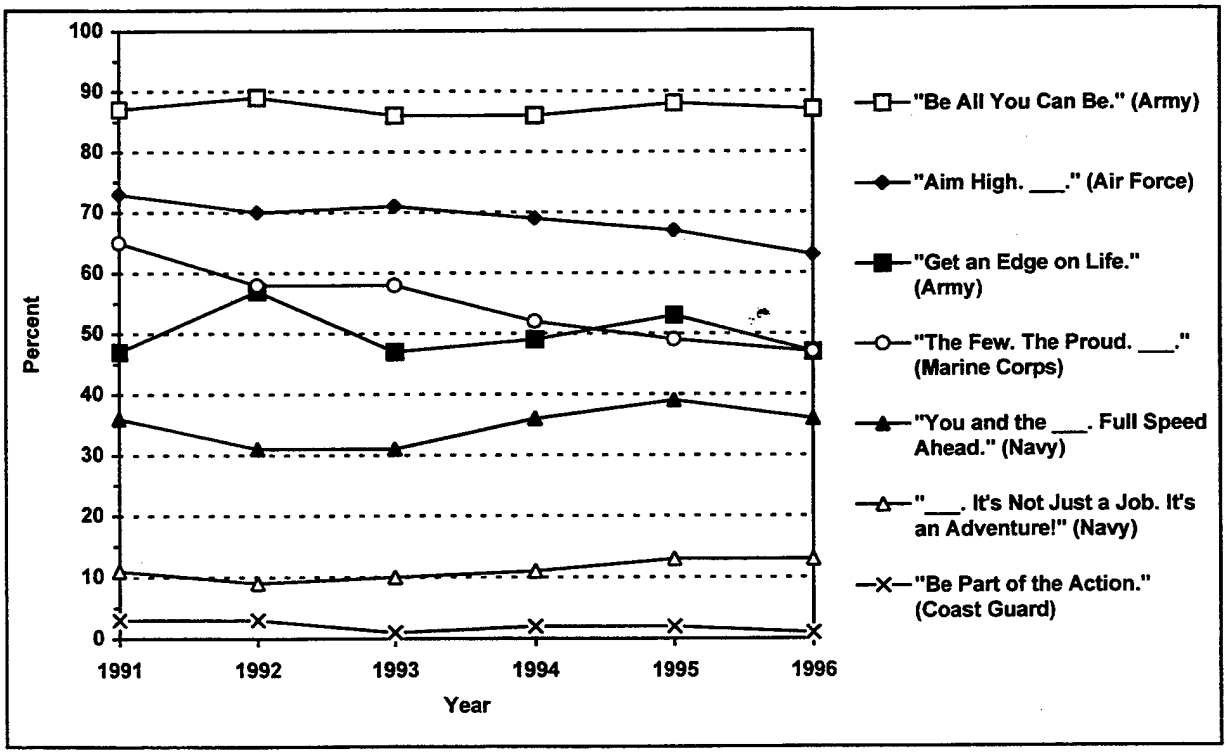

Figure 6-2. Fall 1996 YATS - Percentage of Correct Slogan Recognition Among Females, 1991-1996

Slogan Recognition Among Youth: 1996

Table 6-3 and Figures 6-3A through 6-3D present the percentage of males, overall and for different ages, who selected the correct Service associated with each slogan in 1996. Table 6-4 and Figures 6-4A through 6-4D present similar data for females. Tables 6-3 and 6-4 are annotated to designate estimates that are significantly different between age groups.

Regardless of age, in 1996, the Army slogan *Be All You Can Be* was correctly identified most frequently by all youth (males-90 percent, females-87 percent). The Air Force slogan *Aim High* was the second most recognized slogan in 1996. *Aim High* was correctly recognized by 80 percent of the males and 63 percent of the females.

Recognition of the two Marine Corps slogans was next highest in overall slogan recognition among males. The slogan *The Few. The Proud* was correctly identified by 75 percent of the males and 47 percent of the females. The Marine Corps slogan *We're Looking For a Few Good Men* was recognized by 60 percent of the males but only 35 percent of the females. Recognition of both Marine Corps slogans increases as age increases as seen in Figure 6-3C (males) and Figure 6-4C (females).

The Army slogan *Get an Edge on Life* was correctly recognized by 53 percent of the males and 47 percent of the females. Among males, recognition of *Get an Edge on Life* was significantly lower among 16-17 year-olds than older males.

Examination of Figures 6-3 and 6-4 indicates correct recognition of Marine Corps and Air Force slogans clearly increases with age. Generally, the youngest respondents are less likely to correctly recognize other Service's slogans, but the strong linear relationship between age and slogan recognition is not evident for the Army, Navy, and Coast Guard slogans. *Be All You Can Be* seems to enjoy nearly universal recognition, regardless of age or gender.

Recognition of the three Navy slogans varied by gender and age. Of the three Navy slogans, *You and the ___. Full Speed Ahead* is the most recognized. Approximately 54 percent of males and 36 percent of females correctly identified the slogan and recognition was significantly lower among 16-17 year-old males. Correct recognition of the two other Navy slogans, *It's Not Just a Job. It's an Adventure* and *Let the Journey Begin* (new in 1996), was lower than that of *Full Speed Ahead.* Among females, 13 percent identified each of these two slogans correctly, and there were no differences in recognition by age. Recognition of these two Navy slogans was higher among males (18 percent and 21 percent, respectively), and older males had higher recognition levels.

Table 6-3. Fall 1996 YATS - Percentage of Correct Slogan Recognition Among Males, by Age

Slogan/Response	Age: 16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]
"Be All You Can Be." Army	91 (0.6)+	91 (0.9)	91 (0.9)	89 (0.8)	90 (0.3)
"Get an Edge on Life." Army	47 (0.9)*#+	54 (1.3)	56 (1.5)	54 (1.3)	53 (0.6)
"___. It's Not Just a Job. It's an Adventure!" Navy	16 (0.8)*#+	19 (1.1)	20 (1.1)	19 (1.0)	18 (0.5)
"You and the ___. Full Speed Ahead." Navy	49 (1.2)*#+	56 (1.7)	56 (1.6)	54 (1.5)	54 (0.8)
"___. Let the Journey Begin. " Navy	18 (0.9)#+	20 (1.0)@&	24 (1.1)	23 (1.1)	21 (0.5)
"The Few. The Proud. ___." Marine Corps	65 (1.2)*#+	73 (1.4)@&	78 (1.4)^	82 (1.1)	75 (0.6)
"We're Looking For a Few Good Men." Marine Corps	51 (1.3)*#+	57 (1.6)&	61 (1.5)^	67 (1.3)	60 (0.7)
"Aim High. ___." Air Force	71 (1.3)*#+	80 (1.1)@&	83 (1.0)^	86 (0.7)	80 (0.5)
"Be Part of the Action." Coast Guard	2 (0.4)	2 (0.4)	2 (0.5)	3 (0.4)	2 (0.2)
"Make It Happen." Joint Service	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
"It's a Great Way to Serve." Air Force Reserve	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
"Americans at Their Best." Army National Guard	2 (0.3)	2 (0.4)	3 (0.5)	3 (0.5)	2 (0.2)
Air National Guard	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 2,059 interviews.
[b]Estimates are based on 1,507 interviews.
[c]Estimates are based on 1,271 interviews.
[d]Estimates are based on 1,568 interviews.
[e]Estimates are based on 6,405 interviews.

*Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the p=.05 level.
#Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.
+Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.
@Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.
&Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.
^Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q615I, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

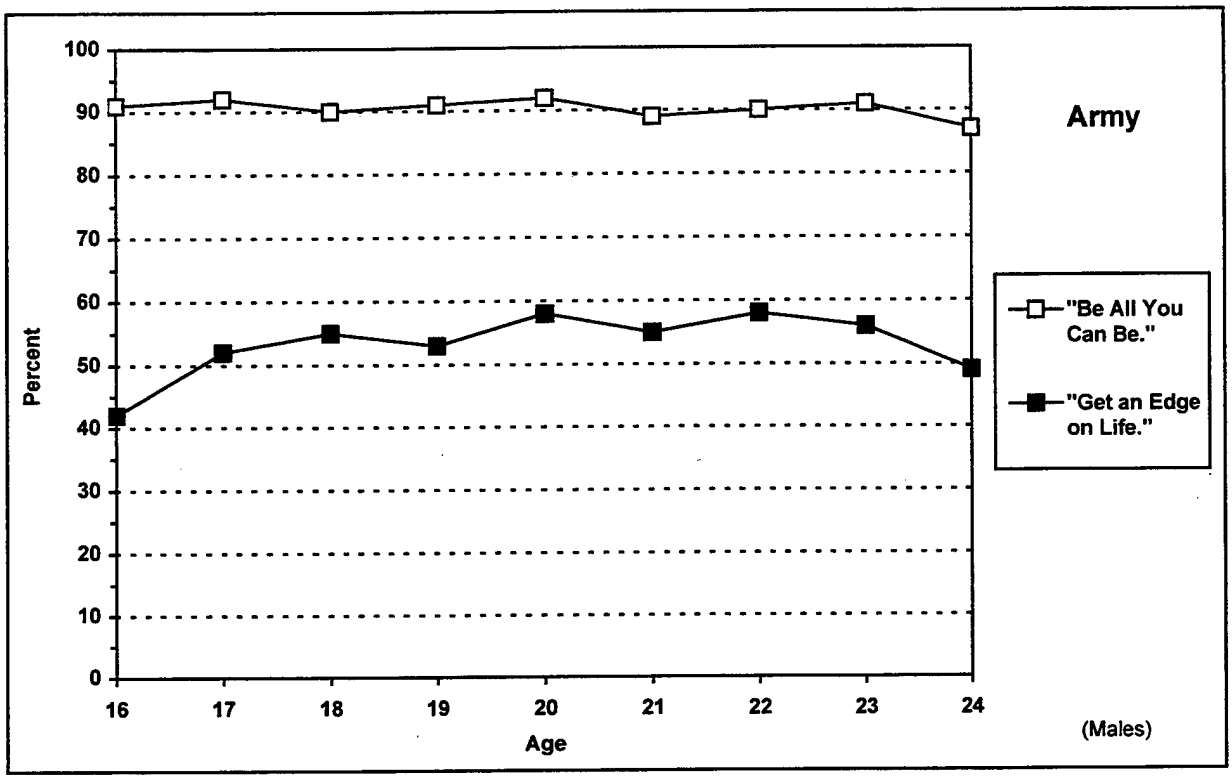

Figure 6-3A. Fall 1996 YATS - Slogan Recognition Among Males, by Single Year of Age - Army

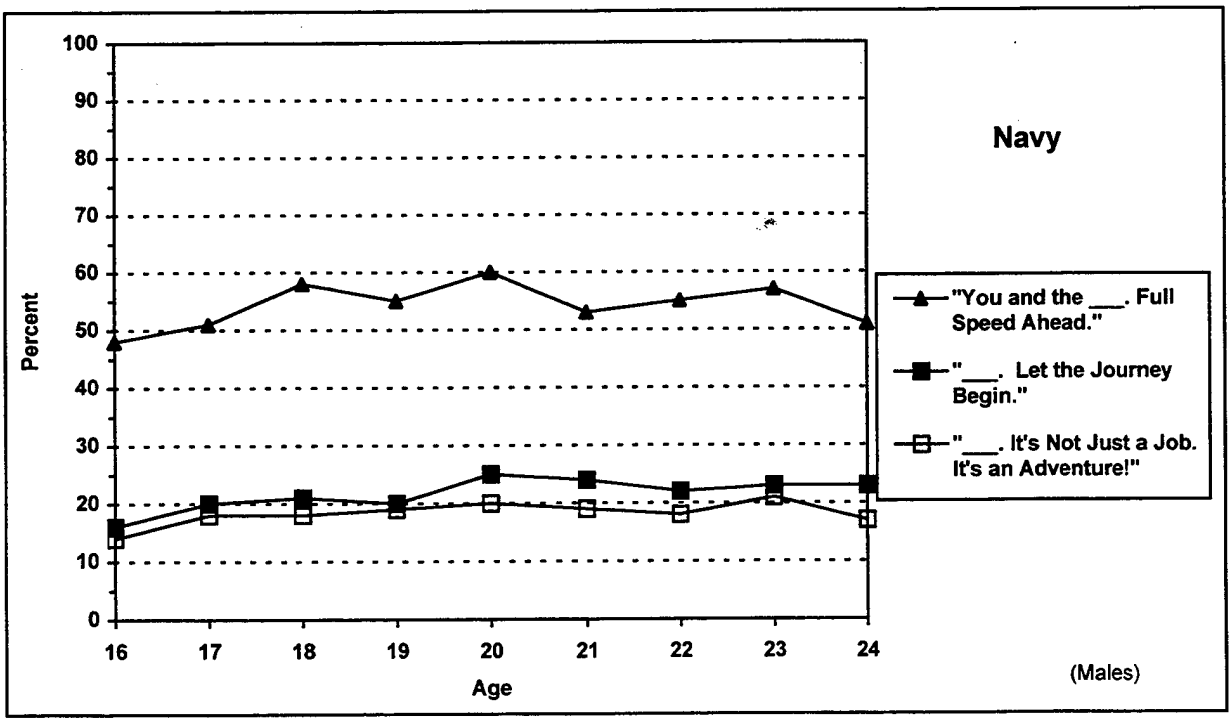

Figure 6-3B. Fall 1996 YATS - Slogan Recognition Among Males, by Single Year of Age - Navy

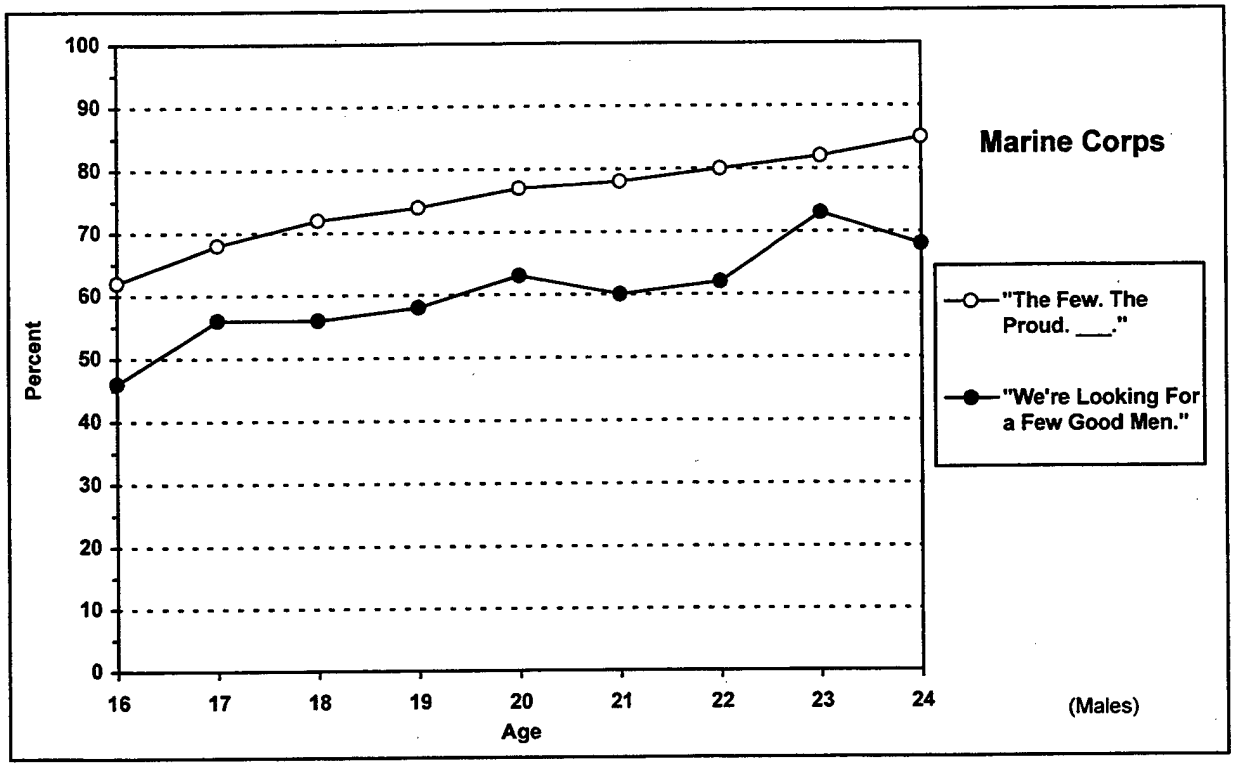

Figure 6-3C. Fall 1996 YATS - Slogan Recognition Among Males, by Single Year of Age - Marine Corps

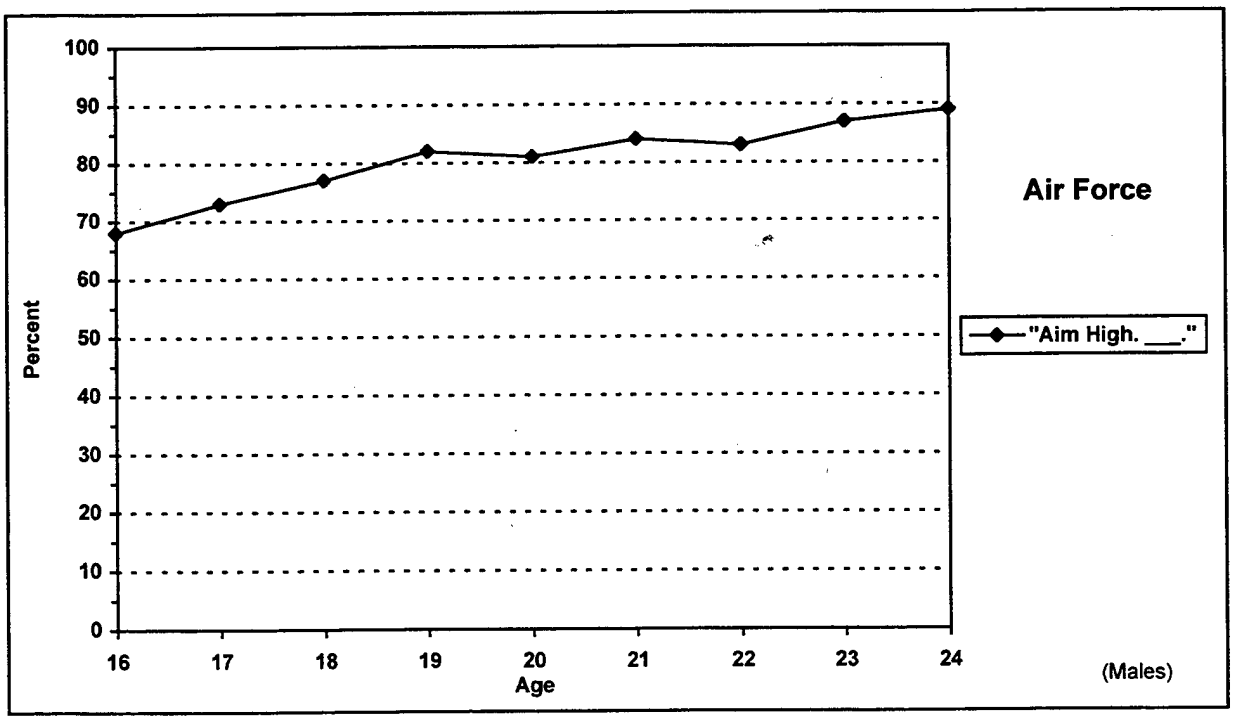

Figure 6-3D. Fall 1996 YATS - Slogan Recognition Among Males, by Single Year of Age - Air Force

Table 6-4. Fall 1996 YATS - Percentage of Correct Slogan Recognition Among Females, by Age

Slogan/Response	Age: 16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]
"Be All You Can Be." Army	90 (0.8)+	88 (1.2)	87 (1.4)	86 (1.2)	87 (0.6)
"Get an Edge on Life." Army	41 (1.6)*#+	50 (1.4)@	55 (1.8)^	46 (1.9)	47 (1.0)
"___. It's Not Just a Job. It's an Adventure!" Navy	12 (1.0)	12 (1.3)	14 (1.2)	12 (1.1)	13 (0.6)
"You and the ___. Full Speed Ahead." Navy	34 (1.4)#	38 (1.7)&	42 (1.8)^	32 (1.8)	36 (0.8)
"___. Let the Journey Begin." Navy	13 (0.9)	12 (1.3)	15 (1.3)	13 (1.3)	13 (0.7)
"The Few. The Proud. ___." Marine Corps	32 (1.3)*#+	41 (1.9)@&	54 (1.8)	59 (1.9)	47 (0.8)
"We're Looking For a Few Good Men." Marine Corps	26 (1.5)*#+	32 (1.8)@&	40 (2.0)	41 (1.7)	35 (0.8)
"Aim High. ___." Air Force	51 (1.6)*#+	57 (1.8)@&	72 (2.0)	69 (1.8)	63 (0.8)
"Be Part of the Action." Coast Guard	2 (0.4)#+	1 (0.4)	1 (0.3)	1 (0.3)	1 (0.2)
"Make It Happen." Joint Service	1 (0.3)	1 (0.3)	1 (0.2)	1 (0.3)	1 (0.1)
"It's a Great Way to Serve." Air Force Reserve	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
"Americans at Their Best." Army National Guard	1 (0.2)	1 (0.3)	1 (0.4)	1 (0.4)	1 (0.2)
Air National Guard	0 (NA)	0 (NA)	0 (NA)	1 (0.4)	0 (NA)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,186 interviews.
[b]Estimates are based on 884 interviews.
[c]Estimates are based on 758 interviews.
[d]Estimates are based on 970 interviews.
[e]Estimates are based on 3,798 interviews.

*Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the p=.05 level.
#Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.
+Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.
@Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.
&Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.
^Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q615I, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

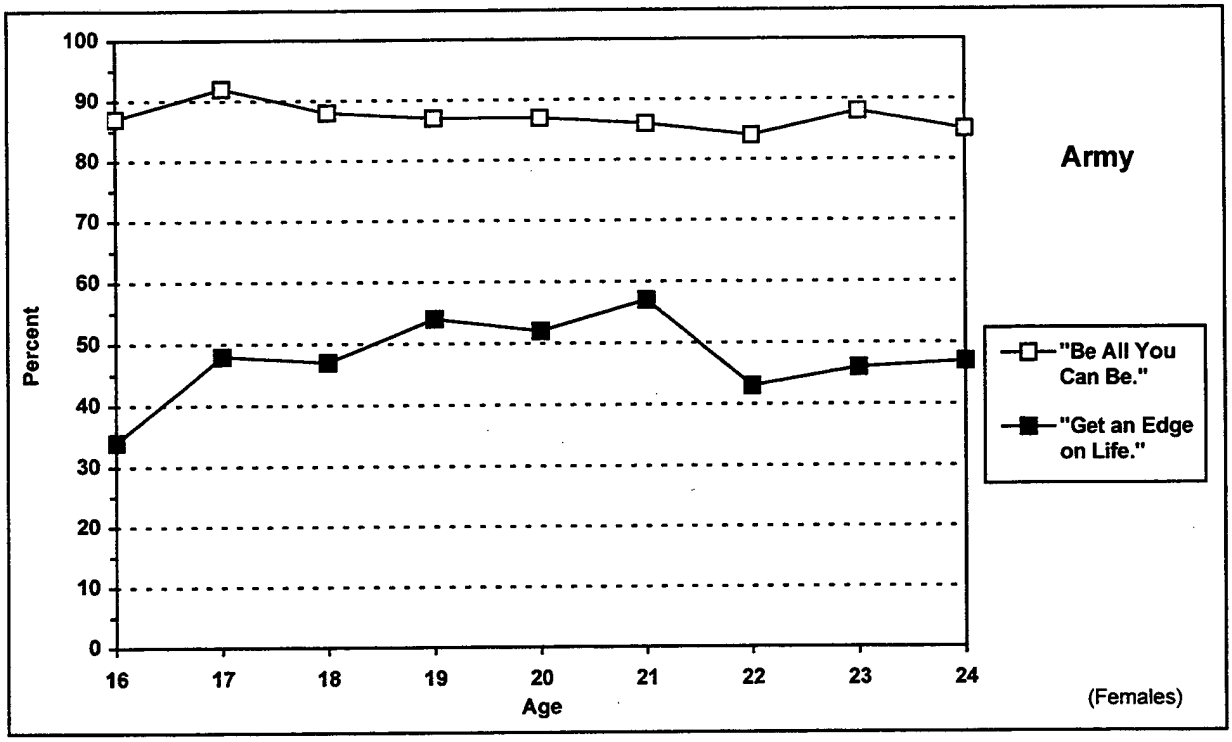

Figure 6-4A. Fall 1996 YATS - Slogan Recognition Among Females, by Single Year of Age - Army

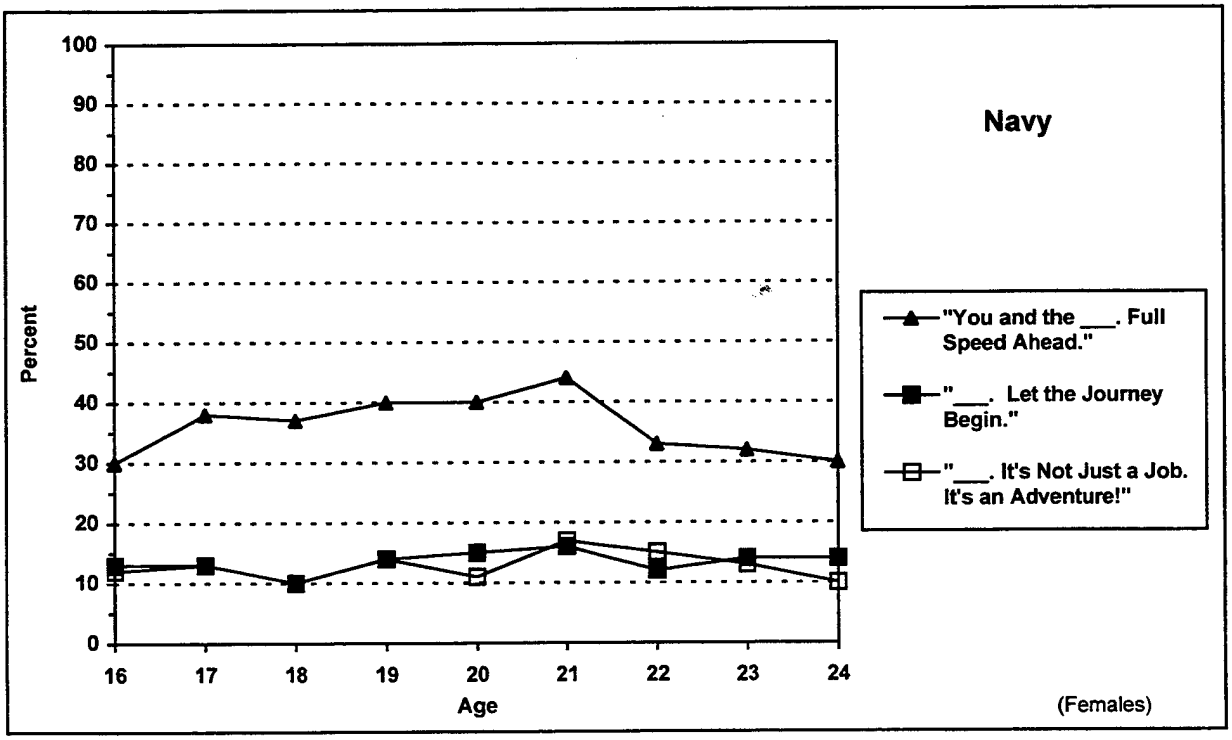

Figure 6-4B. Fall 1996 YATS - Slogan Recognition Among Females, by Single Year of Age - Navy

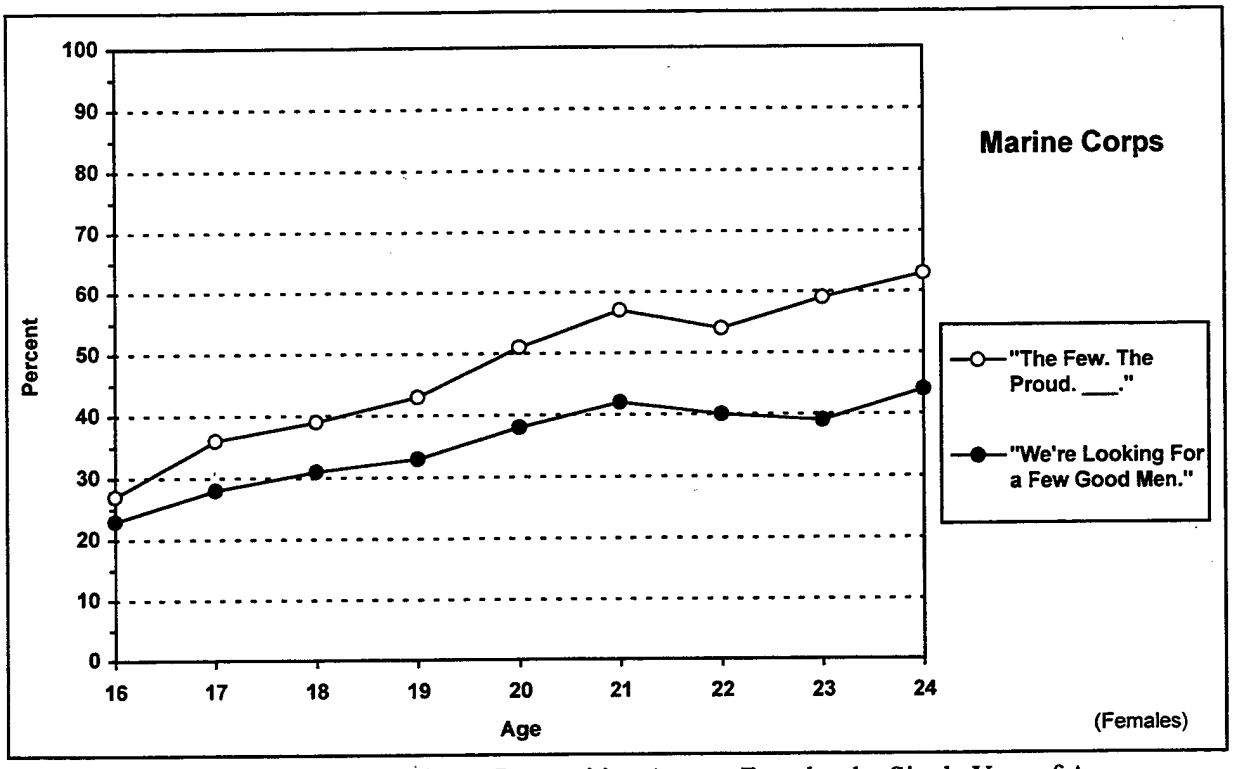

Figure 6-4C. Fall 1996 YATS - Slogan Recognition Among Females, by Single Year of Age - Marine Corps

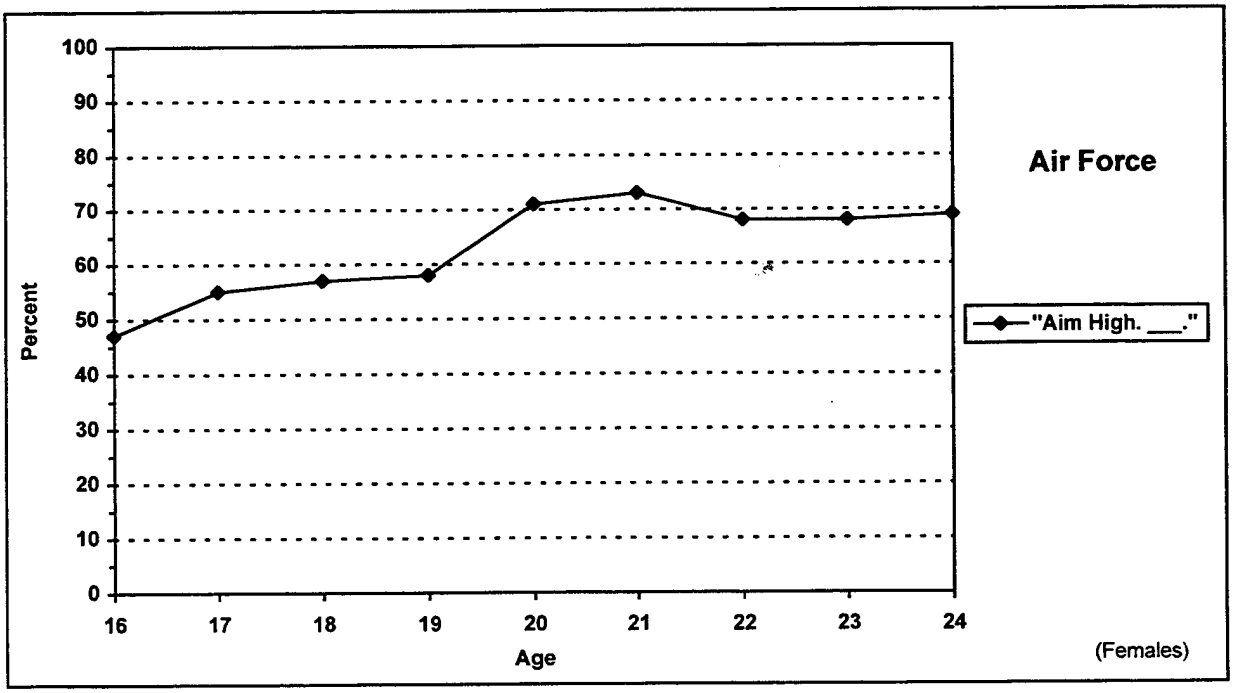

Figure 6-4D. Fall 1996 YATS - Slogan Recognition Among Females, by Single Year of Age - Air Force

Incorrect Slogan Identification

In addition to findings of correct recognition, there are also findings among incorrect responses which can provide valuable information. Table 6-5 (males) and Table 6-6 (females) present the percentage of youth who identified certain Services for each slogan, correct and incorrect, along with the percentage of respondents who answered "Don't Know." Shaded rows in the tables indicate the correct response and are identical to data found in Tables 6-3 and 6-4. Only incorrect responses which appeared more frequently than the correct response are presented in the tables.

Many of the respondents appear to guess at the identification of slogans as seen by data which corresponds to recognition of the Navy slogan *It's Not Just a Job. It's an Adventure*. Although less than 18 percent of males and 13 percent of females correctly identified this slogan, only 28 percent of males and 45 percent of females said that they did not know which Service used the slogan. Approximately 39 percent of males misidentified this as an Army slogan.

Most of the incorrect identifications favor the Army. The Army was most often misidentified as using three slogans: *It's Not Just a Job*...(Navy), *It's a Great Way to Serve* (Air Force Reserve), and *Be Part of the Action* (Coast Guard). Females also misidentified the Joint Service slogan *Make It Happen* as being an Army slogan. Among males, the Marine Corps was the most popular but incorrect response to the National Guard slogan *Americans at Their Best*, while females equally and incorrectly attributed the slogan to the Army and Marine Corps.

Table 6-5. Fall 1996 YATS - Slogan Recognition Among Males, by Age

Slogan/Response	Age: 16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]
"___. It's Not Just a Job. It's an Adventure!"					
Navy	16 (0.8)	19 (1.1)	20 (1.1)	19 (1.0)	18 (0.5)
Army	30 (1.1)	34 (1.3)	40 (1.6)	49 (1.3)	39 (0.7)
Don't Know/Refused	38 (1.0)	31 (1.4)	25 (1.2)	19 (1.1)	28 (0.6)
"___. Let the Journey Begin. "					
Navy	18 (0.9)	20 (1.0)	24 (1.1)	23 (1.1)	21 (0.5)
Don't Know/Refused	55 (1.2)	55 (1.3)	53 (1.6)	56 (1.4)	55 (0.7)
"Be Part of the Action."					
Coast Guard	2 (0.4)	2 (0.4)	2 (0.5)	3 (0.4)	2 (0.2)
Army	21 (0.9)	22 (1.1)	23 (1.4)	20 (1.0)	21 (0.5)
Navy	9 (0.7)	9 (0.8)	8 (0.9)	10 (0.8)	9 (0.4)
Marine Corps	7 (0.7)	6 (0.7)	7 (0.6)	7 (0.7)	7 (0.3)
Air Force	6 (0.6)	6 (0.7)	7 (0.7)	6 (0.6)	6 (0.3)
Don't Know/Refused	52 (1.3)	52 (1.4)	52 (1.8)	53 (1.4)	52 (0.6)
"Make It Happen."					
Joint Service	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
Army	14 (0.8)	13 (1.1)	14 (1.0)	15 (1.2)	14 (0.5)
Navy	9 (0.6)	9 (0.8)	9 (0.9)	7 (0.7)	8 (0.4)
Marine Corps	8 (0.7)	8 (0.8)	9 (0.8)	7 (0.6)	8 (0.4)
Air Force	11 (0.7)	12 (0.9)	14 (1.0)	13 (0.9)	13 (0.5)
Coast Guard	2 (0.3)	2 (0.3)	2 (0.4)	1 (0.2)	2 (0.2)
Don't Know/Refused	54 (1.2)	53 (1.4)	50 (1.6)	56 (1.5)	54 (0.8)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 2,059 interviews.
[b]Estimates are based on 1,507 interviews.
[c]Estimates are based on 1,271 interviews.
[d]Estimates are based on 1,568 interviews.
[e]Estimates are based on 6,405 interviews.

Source: Q402, CALCAGE, Q610, Q615I, Q615C and Q615M.

Table 6-5. Fall 1996 YATS - Slogan Recognition Among Males, by Age (continued)

Slogan/Response	Age: 16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]
"It's a Great Way to Serve."					
Air Force Reserve	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
Army	14 (1.0)	14 (1.0)	13 (1.0)	13 (0.9)	13 (0.5)
Navy	7 (0.7)	6 (0.7)	7 (0.8)	7 (0.7)	7 (0.3)
Marine Corps	11 (0.9)	11 (0.9)	12 (1.0)	11 (0.8)	11 (0.5)
Air Force	6 (0.6)	7 (0.7)	7 (0.7)	8 (0.8)	7 (0.3)
Coast Guard	3 (0.4)	2 (0.5)	3 (0.6)	2 (0.4)	3 (0.2)
Army National Guard	1 (0.2)	2 (0.3)	2 (0.4)	2 (0.3)	2 (0.2)
Army Reserve	3 (0.3)	2 (0.3)	4 (0.6)	3 (0.4)	3 (0.2)
Don't Know/Refused	55 (1.0)	54 (1.2)	51 (1.6)	51 (1.5)	52 (0.7)
"Americans at Their Best."					
Army National Guard	2 (0.3)	2 (0.4)	3 (0.5)	3 (0.5)	2 (0.2)
Air National Guard	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
Army	14 (0.9)	13 (0.9)	15 (1.3)	12 (0.9)	14 (0.5)
Navy	7 (0.6)	7 (0.8)	8 (0.8)	6 (0.6)	7 (0.4)
Marine Corps	17 (0.7)	19 (1.2)	20 (1.3)	18 (1.0)	18 (0.5)
Coast Guard	2 (0.4)	2 (0.5)	2 (0.4)	3 (0.5)	3 (0.2)
Don't Know/Refused	53 (1.4)	52 (1.3)	48 (1.4)	55 (1.5)	53 (0.7)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 2,059 interviews.
[b]Estimates are based on 1,507 interviews.
[c]Estimates are based on 1,271 interviews.
[d]Estimates are based on 1,568 interviews.
[e]Estimates are based on 6,405 interviews.

Source: Q402, CALCAGE, Q615L, and Q615K.

Table 6-6. Fall 1996 YATS - Slogan Recognition Among Females, by Age

Slogan/Response	Age: 16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]
"___. It's Not Just a Job. It's an Adventure."					
Navy	12 (1.0)	12 (1.3)	14 (1.2)	12 (1.1)	13 (0.6)
Army	17 (1.3)	22 (1.3)	27 (1.8)	39 (1.6)	28 (0.8)
Don't Know/Refused	55 (1.5)	51 (2.0)	40 (1.9)	35 (1.5)	45 (0.8)
"___. Let the Journey Begin. "					
Navy	13 (0.9)	12 (1.3)	15 (1.3)	13 (1.3)	13 (0.7)
Don't Know/Refused	68 (1.4)	68 (1.6)	63 (1.9)	66 (1.8)	66 (0.9)
"Be Part of the Action."					
Coast Guard	2 (0.4)	1 (0.4)	1 (0.3)	1 (0.3)	1 (0.2)
Army	23 (1.5)	22 (1.7)	22 (1.7)	20 (1.4)	22 (0.7)
Navy	6 (0.7)	6 (0.9)	6 (0.9)	5 (0.8)	6 (0.4)
Marine Corps	3 (0.6)	5 (0.9)	6 (0.9)	6 (0.9)	5 (0.5)
Air Force	5 (0.7)	5 (0.8)	7 (1.0)	6 (0.8)	6 (0.4)
Don't Know/Refused	58 (1.3)	60 (1.9)	55 (1.4)	59 (1.7)	58 (0.7)
"Make It Happen."					
Joint Service	1 (0.3)	1 (0.3)	1 (0.2)	1 (0.3)	1 (0.1)
Army	12 (1.0)	13 (1.2)	13 (1.4)	13 (1.3)	13 (0.6)
Navy	10 (0.9)	8 (1.1)	7 (1.1)	8 (0.9)	8 (0.5)
Marine Corps	6 (0.7)	9 (1.0)	8 (1.2)	5 (0.8)	7 (0.5)
Air Force	7 (0.7)	8 (1.1)	10 (1.3)	8 (0.9)	8 (0.5)
Coast Guard	2 (0.4)	1 (0.4)	1 (0.3)	1 (0.4)	1 (0.2)
Don't Know/Refused	63 (1.6)	61 (1.7)	59 (1.8)	62 (1.6)	61 (0.9)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,186 interviews.
[b]Estimates are based on 884 interviews.
[c]Estimates are based on 758 interviews.
[d]Estimates are based on 970 interviews.
[e]Estimates are based on 3,798 interviews.

Source: Q402, CALCAGE, Q610, Q615I, Q615C and Q615M.

Table 6-6. Fall 1996 YATS - Slogan Recognition Among Females, by Age (continued)

Slogan/Response	Age: 16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]
"It's a Great Way to Serve."					
Air Force Reserve	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
Army	15 (1.0)	14 (1.4)	12 (1.4)	16 (1.4)	14 (0.7)
Navy	6 (0.8)	6 (0.9)	7 (1.1)	6 (0.8)	6 (0.5)
Marine Corps	8 (0.9)	9 (1.1)	9 (1.1)	9 (1.1)	9 (0.5)
Air Force	4 (0.7)	3 (0.5)	8 (1.1)	4 (0.6)	5 (0.3)
Coast Guard	1 (0.4)	2 (0.4)	2 (0.6)	1 (0.4)	2 (0.2)
Army National Guard	1 (0.3)	1 (0.3)	1 (0.4)	2 (0.4)	1 (0.2)
Army Reserve	2 (0.3)	1 (0.4)	2 (0.6)	1 (0.4)	2 (0.2)
Don't Know/Refused	62 (1.6)	62 (2.0)	58 (1.8)	58 (1.5)	60 (0.8)
"Americans at Their Best."					
Army National Guard	1 (0.2)	1 (0.3)	1 (0.4)	1 (0.4)	1 (0.2)
Air National Guard	0 (NA)	0 (NA)	0 (NA)	1 (0.4)	0 (NA)
Army	15 (1.0)	11 (1.3)	11 (1.4)	12 (1.2)	12 (0.6)
Navy	8 (0.8)	8 (1.1)	7 (1.2)	5 (0.7)	7 (0.4)
Marine Corps	9 (0.9)	11 (1.2)	11 (1.1)	13 (1.1)	11 (0.5)
Air Force	2 (0.5)	2 (0.5)	3 (0.7)	3 (0.5)	2 (0.2)
Coast Guard	2 (0.4)	1 (0.3)	2 (0.5)	1 (0.2)	1 (0.2)
Don't Know/Refused	62 (1.7)	65 (1.8)	62 (1.6)	64 (1.9)	63 (0.8)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,186 interviews.
[b]Estimates are based on 884 interviews.
[c]Estimates are based on 758 interviews.
[d]Estimates are based on 970 interviews.
[e]Estimates are based on 3,798 interviews.

Source: Q402, CALCAGE, Q615L, and Q615K.

Summary of Slogan Recognition

YATS respondents are asked to identify slogans used in military advertising campaigns as one measure of advertising awareness. Recognition of slogans was higher among males than females, but the rank order of correct recognition of slogans was similar. There were also many similar trends in slogan recognition among males and females.

In general, slogan recognition decreased among youth in 1996. Correct recognition was most frequent for the Army slogan *Be All You Can Be* and the Air Force slogan *Aim High*. A majority of males also correctly identified both Marine Corps slogans, and recognition increases as age increases for Marine Corps and Air Force slogans. Slogans used by the Coast Guard, Reserves, National Guard, and the Joint Services were recognized by less than 3 percent of the youth in 1996. Generally, most incorrect slogan identifications favor the Army, although the Marine Corps was most frequently identified with the National Guard slogan *Americans at Their Best*.

REFERENCES

Wilson, M. and Chu, A. (1996). Fall 1996 YATS Sample Design and Selection Plan.